

ALBERTO ROIG

Lead WordPress Developer | Creative | Co-Founder

Orlando, FL | hire@albertoroig.com | albertoroig.com | linkedin.com/in/albertoroig

PROFESSIONAL SUMMARY

Lead WordPress Developer & Co-Founder with over 18 years of experience building custom websites and WordPress solutions for clients in healthcare, finance, biotechnology, marketing, and professional services. Expert in full-stack WordPress development, CI/CD workflows, and performance optimization. Proven success leading cross-functional teams, guiding technical strategy, and delivering scalable, accessible, and secure web platforms. Passionate about combining design and technology to solve business challenges and improve user experience.

CORE COMPETENCIES

- **Web Development:** WordPress (Custom Themes & Plugins), PHP, JavaScript, HTML5, CSS3, SCSS, MySQL
- **DevOps & Workflow:** Git, GitHub, Bitbucket Pipelines, WP Engine, WP-CLI, CI/CD
- **Performance & Optimization:** Caching, SEO, Accessibility (WCAG), Security Hardening, Responsive Design
- **Project Leadership:** Technical Strategy & Planning, Cross-Functional Collaboration, Agile & Iterative Development, Client Communication, Team Leadership, Mentorship, Code Review, and Continuous Improvement
- **Integrations & Tools:** Advanced Custom Fields Pro (ACF) & ACF Blocks, WooCommerce, Easy Digital Downloads, Gravity Forms, MemberPress, WPML, Polylang, Yoast SEO, Complianz, Migrate DB Pro, Composer, Sage (Roots.io), Block Editor (Gutenberg), WP-CLI, Sucuri, Cloudflare, Redis Caching, and Authorize.Net / Stripe / PayPal integrations
- **Design & UX:** Adobe Creative Suite (XD, Illustrator, Photoshop), Figma, Canva

PROFESSIONAL EXPERIENCE

WePropagate — Orlando, FL

Lead WordPress Developer & Co-Founder | July 2016 – 2025

- Led technical strategy and development for a distributed digital agency specializing in custom WordPress builds and long-term maintenance.

- Architected and developed scalable websites for clients across healthcare, finance, and professional services.
- Implemented CI/CD workflows using Git, Bitbucket Pipelines, and WP Engine, improving deployment reliability and reducing release times.
- Established coding standards and best practices to enhance collaboration and maintain consistent quality.
- Built and maintained WordPress Care services, ensuring client sites remain secure, optimized, and stable post-launch.
- Partnered with marketing agencies to translate business goals into technical execution while managing internal teams of designers and developers.
- Improved site performance, accessibility, and security through code optimization and modern frameworks.

Chromatic Propaganda — Orlando, FL

Senior WordPress Developer & Creative Director | June 2010 – June 2016

- Operated a freelance studio offering design and custom WordPress development services to small and mid-sized clients.
- Designed and developed bespoke websites, plugins, and creative campaigns, integrating both technical and visual direction.
- Managed full project lifecycles from client onboarding through deployment and ongoing support.
- Established workflows and client-management practices later adopted at WePropagate.

&Barr (formerly Fry Hammond Barr) — Orlando, FL

Front-End Developer | Nov 2012 – Jun 2015

- Developed custom WordPress sites and interactive campaigns for healthcare, nonprofit, retail, and tourism clients.
- Delivered projects for Nemours Children's Health System, Moffitt Cancer Center, Empath Health, ABC Fine Wine & Spirits, and Experience Kissimmee.
- Collaborated with creative teams to deliver visually engaging and technically robust campaigns.

Moving Interactive — New York, NY

WordPress Developer | May 2012 – Oct 2012

- Built Reader's Digest's online humor section with a custom jokes-and-cartoons voting system that increased engagement.
- Contributed to front-end development, responsive design, and PHP feature builds within an agile, distributed team.

Web Solutions of America — Orlando, FL

Web Designer & Developer | Sep 2007 – May 2012

- Designed and developed WordPress websites for Rosen Hotels, Rosen Shingle Creek, Rosen Centre, Rosen Plaza, and Brad Brewer Golf Academy.
- Managed and maintained a portfolio of WordPress sites for Rosen Hotels' brands, including restaurants, spas, and golf properties.
- Created and implemented HTML email marketing campaigns across multiple brands.

Freelance Web Designer & Developer | Jan 2006 – Jun 2010

- Designed and developed custom websites and brand assets for small businesses while completing studies in interactive design.

EDUCATION

- Seminole State College of Florida — Web Development, 2009
- Valencia College — A.S. Interactive Graphic Design, 2007

CERTIFICATIONS

- Cognitive Technologies: The Real Opportunities for Business
- Foundations of the Fourth Industrial Revolution (Industry 4.0)

LANGUAGES

- English (Native or Bilingual)
- Spanish (Native or Bilingual)