

HEIDE A. RUBIATO

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SUMMARY

Experienced and detail-oriented Website Developer with over 12 years of expertise in designing, coding, and modifying websites from layout to function according to clients' specifications. Skilled in strategic project management and team leadership.

SKILLS

- Project Management
 - Fullstack WordPress Development
 - Tech Virtual Assistance
 - Website Speed Optimization
 - Website Designing (Figma, Photoshop and AI)
 - Google Docs (Spreadsheet, Docs & Slides)
 - Social Media Management
 - Leads Generation
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PROFESSIONAL EXPERIENCE

Full Stack WordPress Developer - Fulltime, GSQUARED (AUSTRALIA)

May 2025 - Present

Company Websites:

<https://www.gsquared.com.au/>

<https://wordie.com.au/>

- Build fully custom WordPress websites from Figma designs using **Advanced Custom Fields** / Page Builders and component-based architecture
- Maintain and manage **WordPress Multisite environments** for multiple brands and departments

- Customize **WooCommerce** functionality including checkout flows, product logic, and integrations
- Implement **A/B testing** experiments using **VWO** and **Nelio** to optimize conversion rates
- Integrate **SendGrid** email campaigns and marketing automation workflows
- Implement **IBEX integration** for business systems and operational workflows
- Build **custom event tracking architecture** using Google Tag Manager and Google Analytics
- Manage development tasks and support tickets through **HubSpot** and **Asana**
- Collaborate with marketing teams to deploy CRO experiments and performance improvements
- Leveraged **AI tools** for **code generation, debugging, documentation, and workflow automation**
- Maintain and troubleshoot production websites ensuring uptime and performance

Full Stack WordPress Developer - Fulltime, Search It Local (AUSTRALIA)

December 2024 - July 2026

Company Websites: <https://www.searchitlocal.com.au/>

- Optimized websites to achieve **90+ PageSpeed** scores on mobile and desktop
- Implemented advanced SEO strategies improving organic traffic and search visibility
- Publish and optimize SEO-driven content across multiple CMS platforms including **WordPress, Shopify, Squarespace, and Framer**
- Optimize landing pages and blog posts to improve organic search visibility and conversion performance
- Design high-fidelity website mockups and mobile layouts using Figma to support client presentations and project proposals
- Built fully custom WordPress websites with page builders (Elementor, Divi, Bricks, WPBakery, Gutenberg, Breakdance and without page builders to improve performance and scalability

Full Stack WordPress Developer | Shopify - Fulltime, OK OMNI (USA)

January 2025 - August 2025

Company Website: <https://okomni.com/>

- **Shopify:** Customized themes and plugins based on **Figma mockups**, developed with Liquid, and integrated apps to deliver pixel-perfect, conversion-focused e-commerce stores.
- **WordPress:** Designed and maintained custom themes and plugins while implementing **API integrations** (third-party services, payment gateways, and automation tools) to extend site functionality.
- Developed responsive, user-centric **UI/UX designs** across both platforms to maximize usability and

engagement.

- Managed the full project lifecycle—requirements, architecture, coding, deployment, testing, and post-launch support.
- Collaborated with cross-functional teams to ensure solutions were scalable, performant, and aligned with business objectives.
- Streamlined workflows with Git, staging environments, and CI/CD pipelines for smoother deployments.

Full Stack WordPress Developer - Part Timer, 2 Dam Creative Pty Ltd (Australia)

May 2025 - August 2025

Company Website: <https://2damcreative.com/>

- Designed and developed **high-performing, custom WordPress websites via ACF** that delivered engaging digital experiences tailored to client needs.
- Collaborated with **designers and project managers** to translate complex requirements into user-friendly, business-driven solutions.
- Implemented **custom themes, plugins, and PHP applications**, ensuring scalability, performance, and SEO best practices.
- Managed hosting and deployments on **SiteGround** and optimized performance with **Cloudflare** for speed and security.
- Utilized **GitHub workflows** for version control and team collaboration, ensuring reliable and efficient development processes.
- Continuously researched and applied best practices in **WordPress, SEO, and performance optimization**, raising the bar for project quality.

Full Stack WordPress Developer - Part Timer, Game My Biz (USA)

May 2025 - August 2025

Company Website: <https://www.gamemybiz.com/> | <https://johnnytsunami.com/>

- Designed and developed **high-performing, custom WordPress websites via Elementor** that delivered engaging digital experiences tailored to client needs.
- Collaborated with **designers and project managers** to translate complex requirements into user-friendly, business-driven solutions.
- Implemented **custom themes, plugins, and PHP applications**, ensuring scalability, performance, and SEO best practices.

- Managed hosting and deployments on **SiteGround** and optimized performance with **Cloudflare** for speed and security.
- Utilized **GitHub workflows** for version control and team collaboration, ensuring reliable and efficient development processes.
- Continuously researched and applied best practices in **WordPress, SEO, and performance optimization**, raising the bar for project quality.

Full Stack WordPress Developer - Part Timer , Educate For Life (USA)

February 2025 - March 2025

Company Website: <https://educateforlife.org/>

- **Fixed Course Offering Functionality:** Resolved issues with broken or missing course listings and ensured dynamic course content displays properly across all devices.
- **Notification System Debug & Fix:** Addressed a bug in the comment system where notifications weren't firing for both teachers and students. Implemented a reliable notification logic to ensure timely communication.
- **Homepage & Course Redesign:**
Revamped the homepage and course layout to improve visual hierarchy, user engagement, and navigation. Focused on accessibility, mobile responsiveness, and clear CTAs.
- **Performance & User Experience:**
Optimized front-end performance through code cleanup, image compression, and better use of WordPress hooks and filters. Ensured pages load faster and provide a smoother browsing experience.

Full Stack WordPress Developer , Adaca (Former Station Five- Australia)

July 2021 - March 2025

Company Website: <https://www.adaca.com/>

WordPress Development

- Convert UI/UX designs (Figma, XD, Photoshop) into responsive WordPress websites.
- Build and manage custom post types, taxonomies, and advanced ACF structures.

- Optimize site performance (caching, CDN integration, lazy loading, image compression).
- Integrate third-party services (eCommerce, booking, payment gateways, CRMs).
- Ensure cross-browser compatibility and responsive design across all devices.
- API Integrations
- Troubleshoot, debug, and update existing WordPress projects.
- Follow best practices in web security, SEO, and accessibility.
- Server Deployment for both staging / live environments
- Develop and customize WordPress themes from scratch
- Customize Plugins

Websites:

1. <https://ocom.com.au/>
2. <https://www.adaca.com/>
3. <https://www.adaca.com/insentra/>

Tools: ACF, Gravity Forms, SugarCRM, Ezidebit Payment Method, Elementor,

NodeJS Projects

1. <https://hello-coach.com/>
2. <https://www.shoretrade.com/> (Including Freshy)
3. <https://portalink.com/>
4. <https://www.gsquared.com.au/>
5. <https://moveit4u.com.au/>

Full Stack WordPress Developer , Traffic Radius- Australia

Jan 2023 - May 2024

Company Website: <https://trafficradius.com.au/>

- Main responsibility is to build WordPress websites based on client requirements. This includes setting up the WordPress environment, installing and configuring themes and plugins customization, creating custom templates and page layouts, and integrating various functionalities for their clients.
- Troubleshooting and Debugging: Responsible for identifying and resolving these issues, which may involve debugging code, troubleshooting conflicts, optimizing performance, and ensuring overall website stability.

- Led a team in successfully delivering a complex engineering project on time and within allocated budget.
- Security and Maintenance: Responsible for applying updates to WordPress core, themes, and plugins, implementing security measures, performing backups, and monitoring website performance.
- SEO: Responsible for speed optimization and basic SEO adjustment such as headings, images etc

Woocommerce Websites:

1. <https://flowsell.com.au/> - Unique feature: Added Customize your product -> Customers can create their own version of Flowsell standard product.
2. <https://julliabridal.com.au/> - Built the entire website and added custom sizes.
<https://julliabridal.com.au/product/white-plain-robe/> Customers have the option to add text to the front, back, or both covers, and can choose from a variety of colors and font styles without using a plugin.

Product source: <https://www.lightspeedhq.com.au/>

3. <https://mobilityscootersforhire.com.au/> Redesigned the website and added customized booking features using Woocommerce.
4. <https://www.melbournebathroom.com/>
5. <https://www.pangaeafloors.com.au/>
6. <https://www.healthydogtreats.com.au/>
7. <https://turbobuildinggroup.com.au/>
8. <https://ecoairsystems.com.au/>
9. <https://nevettfordlawyers.com.au/>
10. <https://www.icemachinesdirect.com.au/>

Other Websites:

1. <https://atlantismedical.com.au/>
2. <https://timberfloormelbourne.com.au/>
3. <https://www.marcoroofing.com.au/>
4. <https://aiscopiers.com.au/>

5. <https://dynasty-importers.com.au/>
6. <https://thesmartblindsco.com.au/>
7. <https://www.ministryofdetailing.com.au/>
8. <https://www.houseinspectionsballaratregion.com.au/>
9. <https://www.syncro.net.au/>
10. <https://kroll-heaters.com.au/>
11. <https://moistscan.com/> & many more to mention.

Overall Tech Used: Gravity Forms, ACF, Elementor/WP Bakery, Yoast, Woocommerce, Google Tag Manager, Google Analytics, Facebook Pixel, Contact Form 7, Slider Revolution, Photoswipe, Bootstrap, Mailchimp for Woocommerce, Trust Index, Payment Processors

Caching Plugins: WP Rocket, Cloudflare, Litespeed

WordPress Developer / Project Manager, Titanium FX

Jan 2019 - June 2022

Company Website: <https://strategicmediapartners.com.au/>

Titanium FX is an outsourced company of Strategic Media Partners

- Develop intricate projects and assign them to the team.
- Undertaken efforts to optimize search engine performance for each account, with the aim of boosting the ranking of companies' pages on prominent search engines.
- I assessed and devised strategies for achieving business objectives, meeting deadlines, coordinating team members, and allocating resources within budget constraints.
- Led Titanium FX development team.

Woocommerce Websites:

1. <https://vikingmechanical.com.au/>
2. <https://www.respiwise.com/>
3. <https://freightoz.com.au/> - Added booking calculations based on the location and urgency.
4. <https://southerncrossgroup.com.au/>
5. <https://www.pitmaster.com.au/>
6. <https://thestudystore.com.au/>
7. <https://mackayschoolsupplies.com.au/>
8. <https://losttribesbrew.com/> & many more to mention but most of them were part of NDA

Other Websites:

1. <https://caseplumbing.com.au/>
2. <https://comlek.com.au/>
3. <https://www.magpiesmackay.com.au/>
4. <https://hughreilly.com.au/> - Real Estate
5. <https://ohyeahfloors.com.au/>
6. <https://griconindustries.com/>
7. <https://www.hsc.qld.edu.au/>
8. <https://precise.com.au/>
9. <https://betterrent.com.au/>
10. <https://whitsundayofficemachines.com.au/>
11. <https://doubleglazingmelbourne.com/>
12. <https://bninorthqueensland.com.au/>
13. <https://realtimeinstruments.com/>
14. <https://finlinx.com.au/>
15. <https://www.alman.com.au/> & many more to mention

Overall Tech Used: Gravity Forms, ACF, WP Bakery, Yoast, Woocommerce, Google Tag Manager, Google Analytics, Google Ads, Facebook Pixel, Contact Form 7, Slider Revolution, Photoswipe, Generate Press Theme, Generate Press Premium, Klaviyo for Marketing, Learndash.

Payment Processors: Stripe, Zip, Google Pay, Apple Pay and Paypal

Caching Plugins: WP Rocket, Cloudflare, Litespeed

Part Time WordPress Developer , Viewqwest Singapore

January 2024 - April 2024

Company Website: <https://viewqwest.com/>

- Developed the multisite for Singapore and Malaysia.

Overall tech: Generate Press Theme, Elementor, Cookie, Tablepress, Yoast, Google Analytics, Google Tag Manager, Facebook Pixel, Hotjar,

WordPress Developer , National Center For Fathering

April 2022 - November 2024

Company Websites:

1. <https://fathers.com/>
2. <https://grandkidsmatter.org/>
3. <https://app.fathers.com/> - built from scratch assessment
4. <https://tulsafathers.com/>

- Built all the websites from scratch

Overall tech: Generate Press Theme, ACF, Gravity Forms, Sendx.io, Malchimp, Google Analytics API Integration to the dashboard, Monster Insights, Yoast, Calendly, Paypal, Donation, Memberpress, Tablepress, GP Premium, Cloudflare

Part Time WordPress Developer , Brivity VA

Jan 2019 - June 2022

Company Website: <https://brivityva.com/>

I'm working under BrandCo

- Emails handling and building websites using the multisite real estate templates.

Overall tech: Elementor, Campaign Monitor, Hubspot for Ticketing, Gravity Forms

WordPress Developer , Fast Business Loans Australia

March 2021 - December 2021

Company Website: <https://www.fastbusinessloans.com.au/>

- Developed a review site about Forex & Loans.
- Improved website speed

- Analyzed and evaluated client websites and blogs to create comprehensive SEO and SEM strategy reports.

Overall Tech: Mailchimp, Blocks Editor, Figma for Mockup, Yoast, GTMETRIX, Google Speed Insights, Cloudflare, Generate Press Theme, Tablepress, ACF

EDUCATION

Bachelor Science in Information Technology **June 2010 - May 2017**

Interface Computer College - Davao

- Specialized in General Programming
- Database Management
- Structural Design and Project Management