

ROLAND FLORES

Senior WordPress & Laravel Developer

Peru | Available for Remote Work

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PROFESSIONAL SUMMARY

Senior WordPress & Laravel Developer with over 10 years of experience designing and delivering custom WordPress websites, Laravel applications, REST APIs and enterprise software. Extensive experience building custom WordPress themes from scratch, Advanced Custom Fields (ACF Pro), Gutenberg blocks, scalable backend architectures and database-driven applications. Successfully delivered solutions for international organizations across nonprofit, tourism, healthcare, technology and public sectors.

CORE SKILLS

WordPress	Custom Themes • ACF Pro • Gutenberg • WooCommerce • Plugin Integration
Backend	Laravel • PHP • REST APIs • MySQL • SQL Server
Frontend	HTML5 • CSS3 • JavaScript • jQuery • Responsive Design
Infrastructure	Git • Docker • Apache • Windows Server • Linux

PROFESSIONAL EXPERIENCE

Senior WordPress & Laravel Developer (Freelance)

2020 – Present

- Develop custom WordPress themes from scratch and enhance existing enterprise websites.
- Build Laravel business applications and REST APIs.
- Develop reusable Gutenberg blocks and ACF Pro components.
- Design scalable MySQL and SQL Server database solutions.
- Optimize website performance, security and maintainability.
- Provide technical consulting and software architecture.

Full Stack Developer – Innovar ITP

2023

- Developed enterprise web applications using Laravel, PHP, SQL Server and MySQL.
- Implemented reporting systems, integrations and workflow automation.

SELECTED WORDPRESS PROJECTS

- **First Unitarian Society of Minneapolis:** Custom WordPress theme development, ACF Pro integration, responsive implementation and performance optimization.
- **Miller Wittman:** Custom WordPress development, CMS enhancements and responsive implementation.
- **Collective Measures:** Custom WordPress frontend development and dynamic content implementation.
- **Crisp & Green:** WordPress customization and frontend improvements.
- **Misura Group:** Custom WordPress development and content management improvements.
- **Spruce Rock Capital:** Corporate website implementation and frontend optimization.

ENTERPRISE SOFTWARE PROJECTS

- **Tax Automation Platform:** Laravel platform for tax calculation, SUNAT-oriented workflows, REST APIs and automation.
- **Human Resources Information System (SIRH):** Enterprise HR system including attendance, reporting and administrative modules.
- **Tourism Management Platform:** Business platform for travel packages, itineraries and operational management.

KEY ACHIEVEMENTS

- Delivered WordPress solutions for international organizations.
- Built custom WordPress themes from scratch.
- Developed enterprise Laravel applications.
- Designed scalable REST APIs and database architectures.
- Worked across nonprofit, tourism, healthcare and government-related projects.

EDUCATION

Bachelor's Degree in Systems Engineering
Universidad Andina del Cusco

LANGUAGES

Spanish — Native
English — Professional Working Proficiency