# Álvaro de Lera Sáenz

Senior WordPress Developer and Consultor

## Contact


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## About Me

They say you have to accept the things you cannot change, have the courage to change the things you can, and the wisdom to know the difference.

Well, the part I struggle with is the wisdom.

What I do tend to get right is to develop great WordPress projects and web experiences.

## Skills

- WordPress
- PHP (8.4)
- Javascript
- MySQL
- GIT
- CSS
- HTML5
- Docker
- Web animations
- WooCommerce
- eLearning

## Education

### Software Application Development

*Senior Technician* 2003 - 2005

Development of business-oriented software applications and database systems

## Experience

### Senior WordPress Developer

*Freelance* 2016 - Now

As a freelance web developer, I have contributed to a variety of innovative projects using WordPress across different industries:

- Creation, design, and customization of online stores using WooCommerce.
- Development and customization of e-learning platforms with WordPress and Moodle.
- Development of custom WordPress plugins with advanced features: payment gateway integrations, third-party APIs, custom analytics, gamification, and more.
- Design and implementation of advanced animations using CSS and JavaScript.
- Planning and execution of Growth and Marketing strategies.

Extensive experience with PHP (OOP), JavaScript, HTML, CSS, SQL, and many frameworks built with these technologies.

### Co-founder and WordPress Developer

*Fundación Kukumiku* 2015 - Now

Co-founder of the solidarity crowdfunding platform www.kukumiku.com. Responsible for a variety of tasks, including:

- Development of advanced features and payment integrations through a custom advanced WordPress plugin.
- User support and customer service.
- Design of landing pages, sales funnels, and acquisition strategies.|
- Workflow automation and integration with third-party APIs.

### WordPress Developer and Marketer

*Sabandijers.club* 2021- 2025

Sabandijers.club is a leading community for freelancers and online entrepreneurs. My responsibilities have included:

- Developing custom plugins for analytics, dashboards, gamification, onboarding, and more.
- Designing lead capture landing pages and sales funnels.
- Email marketing: strategy planning, sequence creation, and copywriting.
- Automation and third-party API integrations.

### WordPress Developer and Consultor

*IDOM Consulting* 2017- 2020

Development and consulting specialized in WordPress and Moodle, participating in projects such as:

- Internal intranets and LMS platforms for public administrations.
- Websites for government-backed projects.
- Management of Linux environments for development purposes.

See full experience information and portfolio on LinkedIn