



# CLARRENCE JOHN A. SILVEDERIO

SENIOR WEB DEVELOPER

## CONTACT

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## SKILLS

- WordPress Development
- Website Migration & Hosting
- Website Security & Maintenance
- Technical & On-Page SEO
- Website Performance Optimization
- Google Tag Manager (GTM)
- Google Analytics (GA4)
- Project & Team Management

## EDUCATION

- 2014 - 2018**  
MONDRIAAN AURA COLLEGE  
Bachelor of Science (B.S.)  
Information Technology

## PERSONAL PROFILE

I'm a Full-Stack Web Developer with 8+ years of experience specializing in WordPress, technical SEO, and performance optimization. With a background as a CTO (Chief Technology Officer), I combine hands-on development with team leadership and client collaboration. I build, migrate, host, secure, and scale websites, implement tracking (GTM & GA4), and execute data-driven SEO strategies to deliver high-performing, conversion-focused digital solutions.

## WORK EXPERIENCE

- CHIEF TECHNOLOGY OFFICER | 2020 - NOW**  
Marketingism  
Oversee and execute end-to-end technical and digital operations, including web development, hosting, site migrations, performance optimization, security and SEO strategy. Manage cross-functional teams, communicate directly with clients, and lead the creation of high-converting websites, landing pages, and service pages. Continuously improve development workflows and SEO processes while handling analytics, tracking implementations (Google Tag Manager and Google Analytics), schema markup, and ongoing site maintenance, optimization and security.
- SENIOR WEB DEVELOPER | 2019 - 2023**  
Ripplepop  
Managed and supported 100+ client websites over three years, specializing in WordPress development, site migrations, and ongoing maintenance. Built and optimized websites, handled content updates, and ensured performance, security, and reliability across all projects. Acted as a primary point of contact for technical execution, delivering consistent, high-quality results at scale.