

Nelson Rosario

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nelsonresume.com

Web Developer & Digital Marketer with 3+ years' experience in site development, technical SEO, and campaign management. Expertise with Shopify, Bricks Builder, Ahrefs, Google Analytics, and Google Ads. Proven in building e-commerce sites, optimizing keywords, and driving results in remote and collaborative roles.

EXPERIENCE

ESS TOO CREATIVE, LLC

Brandon, Florida Jan/2024 - Present

Web Designer (Contract)

- Elevated EPS of Tampa Bay to page one rankings for local queries ('painting businesses Tampa Bay') and drove organic lead growth through targeted technical SEO, on page optimization, and a focused content strategy.
- Delivered a median 70% page speed improvement (typically 3.0s - 0.9s) through image optimization, script/style sheet deferral, and CDN caching.
- Enhanced Google Lighthouse scores on average by 50-60% from 60-69 to 90-99 across Performance, Accessibility, Best Practices, and SEO across all completed projects.
- Implemented practical security hardening across client sites by managing updates/backups, and adding firewall/CDN rules lowering security risk improving uptime reliability across websites.
- Integrated third-party services via REST APIs and connected them to deliver new features and improve overall websites.

BAY LIFE

Brandon, Florida Jan/2021 - Present

Content Editor (Contract)

- Developed and deployed responsive web pages and mobile applications using Ekklesia360, Subsplash, and WordPress.
- Coordinated cross-functional projects with communication director, graphic designers, and social media coordinator shipping 15+ new features, pages and improving engagement across campaigns.
- Examined Google Analytics and Core Web Vital metrics (page views, device usage) to identify optimization opportunities.
- Implemented QA testing protocols validating content accuracy, link integrity, and design consistency.
- Managed CMS for events, data collections, and page lifecycle.

EDUCATION

St Petersburg College

St. Petersburg, FL

Bachelor of Applied Science in Technology Development & Management

Dec/2025

Hillsborough College

Tampa, FL

Associate of Science in Internet Services Technology Web Development

May/2023

TECHNICAL SKILLS

WordPress On-page SEO JavaScript Website Content Management FTP File Management Web Design Microsoft Word & Excel Photoshop / Image Editing Content Optimization SEO & Website Content Management HTML/CSS DNS Setup SSL Certificates Proofreading & Content Quality Assurance Keyword Research & AI-assisted SEO tools