

Jorge Jacome

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Portfolio:

https://drive.google.com/drive/folders/1FNbivu9fbf-NfIL70gnMsTIM7ZGU6EA7?usp=drive_link

Senior WordPress Developer, Web Designer & Art Director

Professional Summary

Senior WordPress Developer, Web Designer, and Art Director with 15+ years of experience designing, developing, and launching responsive websites, digital marketing assets, and brand-focused creative materials. Strong background in custom WordPress theme development, Elementor buildouts, Advanced Custom Fields, Bootstrap, Foundation 6, WooCommerce, HTML5, CSS3, PHP, jQuery, SEO-focused website structure, PPC landing pages, analytics tracking, and third-party platform integrations. Over 10 years of experience building high-performing websites for plumbing and HVAC companies while managing team workflows, training designers and developers, improving production standards, and supporting lead-generation campaigns.

Core Skills

Web Development: WordPress, Custom Theme Development, Elementor, Advanced Custom Fields, WooCommerce, PHP, HTML5, CSS3, JavaScript, jQuery, Bootstrap, Foundation 6, Responsive Design, MySQL, cPanel

SEO, Tracking & Integrations: Yoast SEO, Google Analytics, Google Tag Manager, CallRail, Meta Titles, Meta Descriptions, Title Tags, SEO Website Structure, PPC Landing Pages, Schedule Engine, ServiceTitan

Web Design & Conversion Design: Website Mockups, Landing Page Mockups, Conversion-Focused Design, Responsive Layout Design, UI Design, Website Graphics, Homepage Concepts, Service Page Layouts, Calls-to-Action, Lead-Generation Design

Digital Marketing Graphics: Website Banners, Coupons, Financing Program Graphics, Membership Program Graphics, Facebook Ads, PPC Display Ads, Social Media Post Graphics, Social Media Branding Images, Promotional Graphics

Print & Brand Design: Business Cards, Flyers, Content Booklets, Banner Stands, Backdrops, Brand Materials, Corporate Identity, Logo Usage, Marketing Collateral

Video & Motion Graphics: Video Editing, Website Hero Videos, Website Video Assets, Motion Graphics, Adobe Premiere, iMovie, After Effects

Design Software: Photoshop, Illustrator, InDesign, After Effects, Adobe Premiere, iMovie

Professional Experience

Covert Marketing

Web Designer / WordPress Developer

July – October 2026

- Designed website mockups, responsive page layouts, and redesign concepts for healthcare projects including PatientBoost, Yellow Bus ABA, Renue Wellness, and Cavora Mind & Wellness.
- Developed a custom WordPress ZIP-code location finder for Yellow Bus ABA, with city search, state and service filters, and mapped center results.
- Created editable Elementor templates and responsive treatment-page layouts for Renue Wellness, refining typography, content hierarchy, and calls to action.
- Designed and refined PPC landing pages and interactive mockups using GoHighLevel, HTML, and CSS.
- Supported website maintenance, content updates, styling fixes, and layout refinements across desktop and mobile.

Plumbing & HVAC SEO / Clic Inc

Web Developer → Art Director / Web Designer / WordPress Developer

2015 – June 2026

- Started as a Web Developer and was promoted to Art Director while continuing to design, develop, and launch client websites.
- Designed, developed, and launched 80+ responsive WordPress websites for plumbing and HVAC companies.
- Built custom WordPress themes and templates using HTML5, CSS3, PHP, jQuery, Foundation 6, Bootstrap, and Advanced Custom Fields.
- Developed Elementor website buildouts and customized WordPress layouts based on client branding, SEO strategy, and conversion goals.

- Designed conversion-focused website mockups, landing page concepts, homepage layouts, service page layouts, website banners, coupons, financing program graphics, membership program graphics, and other digital assets.
 - Created digital marketing graphics for Facebook ads, PPC campaigns, social media posts, promotional offers, and branded social media pages.
 - Designed print and brand materials, including business cards, flyers, content booklets, banner stands, backdrops, and other marketing collateral.
 - Edited and produced video assets for websites, including hero videos, promotional videos, and web-ready video content using iMovie, Adobe Premiere, and After Effects.
 - Created reusable design and development systems that improved internal production speed, website consistency, and team efficiency.
 - Managed and delegated work to team members using ClickUp, helping organize priorities, assign tasks, and keep website projects on schedule.
 - Hosted daily team huddles to review project status, assign work, discuss blockers, and ensure deadlines were met.
 - Trained designers and developers on HTML, CSS, WordPress, ACF, custom theme structure, SEO best practices, and internal website standards.
 - Provided web design feedback, quality control reviews, and training sessions to help designers meet company standards for layout, branding, usability, and responsive design.
 - Conducted annual team member evaluations, providing performance feedback, reviewing progress, and identifying areas for improvement.
 - Collaborated with account managers, SEO specialists, PPC teams, designers, developers, and operations leadership to complete client website projects.
 - Built and optimized PPC landing pages focused on lead generation, mobile usability, and campaign performance.
 - Integrated SEO tools and tracking scripts, including Google Analytics, Google Tag Manager, Yoast SEO, CallRail, meta titles, meta descriptions, and title tags.
 - Integrated third-party scheduling and service platforms, including Schedule Engine and ServiceTitan, into client websites.
 - Fixed website bugs, improved functionality, updated content, enhanced page structure, and supported SEO-focused website improvements.
 - Helped rebrand Plumbing & HVAC SEO by contributing to updated brand materials, design standards, and website assets.
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OMG National

Multimedia Web Designer / WordPress Developer
2013 – 2014

- Designed and developed 50+ WordPress websites for small business clients across multiple industries.

- Created custom website designs using Photoshop, Illustrator, HTML5, CSS3, jQuery, WordPress, and Foundation Framework.
- Built mobile-friendly websites, blogs, and WooCommerce stores with payment, shipping, tax, product, and category setup.
- Redesigned older websites and upgraded clients to modern WordPress-based websites.

Paymotech Mobile Technologies

Multimedia Web Designer / Graphic Designer

2011 – 2012

- Designed and developed websites, mobile app graphics, marketing materials, and motion graphics.
- Worked with HTML5, CSS3, jQuery, AJAX, JSON, Joomla, Photoshop, Illustrator, and After Effects.
- Created graphics for mobile app products, flyers, posters, banners, and web design concepts.

Sonshine Communications

Multimedia Web Developer / Graphic Designer

2009 – 2011

- Built and maintained internal and external websites using PHP, MySQL, XHTML, CSS, jQuery, WordPress, and Joomla.
- Developed custom CMS solutions and worked with open-source CMS platforms.
- Designed HTML newsletters, banner ads, web graphics, and motion graphics for digital campaigns.

Univision Interactive Media

Flash Designer / Graphic Designer

2009

- Designed Flash banner ads, web graphics, and advertising concepts for national brand campaigns.
- Created design concepts and template ideas for web projects using Flash and Photoshop.

Selected Website Projects

- therooftingcompanyfl.com — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO
- donnellybrothersroofing.com — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO
- johntheplumberfl.com — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO
- cliclelocal.net — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO
- callkeepsmling.com — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO
- airzoneac.com — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO
- conversionamp.com — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO
- mystgeorgeplumber.com — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO
- acostainc.com — WordPress, Bootstrap, ACF, CallRail, Google Tag Manager, Yoast SEO

Additional Portfolio Work

Additional website designs, WordPress builds, landing page mockups, web graphics, branding materials, social media graphics, PPC graphics, print materials, available

Link:

https://drive.google.com/drive/folders/1FNbivu9fbf-NfIL70gnMsTIM7ZGU6EA7?usp=drive_link

Education

Bachelor of Science in Web Design and Interactive Media

The Art Institute of Fort Lauderdale, 2009

Award

Best Interface Design — Online Portfolio

The Art Institute of Fort Lauderdale, 2009

Languages

English, Spanish

