

# WAGNER EDUARDO ANTUNES

## Senior Web Designer | WordPress & Elementor Expert

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- WordPress Web Designer specialized in Elementor Pro, delivering 200+ high-performing websites for clients in different industries across Latin America, North America, Europe, and Asia.
- Strong expertise in end-to-end website development, including information architecture, UI/UX design, technical SEO, performance optimization, and ongoing maintenance.
- Proven ability to work with international clients and cross-functional teams, contributing to award-winning projects such as the Galo de Ouro Advertising Award (2023).
- Focused on building conversion-driven, scalable, and high-performance digital experiences.

### CORE SKILLS

**Web Development:** WordPress, Elementor Pro, Plugins, JetEngine, HTML5, CSS3, JavaScript, PHP, JavaScript, NodeJs, MySQL, Bootstrap and Frameworks, Information Architecture, Website Structuring.

**Performance:** Technical SEO, On-page SEO, Core Web Vitals, Speed Optimization and Web Performance.

**UX/UI & Design:** UX/UI Fundamentals, Prototyping, Figma, Adobe XD, Conversion-Driven Design.

**Data & Analytics:** Google Analytics, Performance Metrics (CPA, CPC, LTV, CTR, ROAS), User Behavior Analytics, Heatmaps & Session Recordings with Microsoft Clarity, Google Search Console, PageSpeed.

### PROFESSIONAL EXPERIENCE

WA WEB DESIGN (Remote) | Jan/2023 – Current

#### Senior Web Designer | WordPress & Elementor Expert

- Development 200+ WordPress websites from scratch, defining structure, layout, and information architecture for clients in Brazil, the United States, Russia, China, Portugal, and Spain.
- Advanced implementation using WordPress, Elementor Pro, and JetEngine, including domain configuration and hosting setup for industries such as E-commerce, SaaS, Financial, Healthcare, Engineering, and Legal.
- Project management, including briefing, requirements definition, site architecture, development, and support.
- Maintained direct communication with national and global customers to define timelines and priorities.
- Collaborated with multidisciplinary teams, including designers, developers, copywriters, and sales.
- Planned and implemented on-page SEO, including keyword research and page structuring for improved organic search performance and paid campaign efficiency.
- Built lead generation funnels, aligning website architecture, UX/UI design, and institutional copywriting to strengthen each brand's digital positioning.
- Created pixel-perfect designs, ensuring precise alignment, spacing, and visual balance for high-quality interfaces.

#### Key Achievements:

- Developed a custom internal system using PHP, CSS, JavaScript, and Artificial Intelligence, allowing clients to manage their websites and automate maintenance requests.
- Implemented tracking pixels and analytics tools such as Microsoft Clarity, Hotjar, CRM integrations, Google Search Console, Google Tag Manager, and social media tracking tags (Meta, TikTok, LinkedIn).
- Optimized website conversion rates, speed, and performance by applying user behavior insights and Web Performance Optimization (WPO) best practices focused on Core Web Vitals, PageSpeed Insights, and TinyPNG.

C4 ADVERTISING (São Paulo, Brazil) | Nov/2022 – Jan/2023

#### Web Developer | WordPress Expert

- Developed WordPress websites using Elementor and integrations with HTML, CSS, JavaScript, and MySQL.
- Created custom plugins and implemented technical SEO best practices to improve website performance.
- Collaborated with design teams to transform Figma and Adobe XD prototypes into functional web interfaces.
- Contributed to projects that received the Galo de Ouro Advertising Award in Brazil.

COOPERLINK | Aug/2021 – Nov/2022

#### **IT Infrastructure Technician**

- Provided technical support for IT infrastructure and system maintenance.
- Managed network infrastructure, internet connectivity, servers, and information security.
- Assisted users and provided operational IT support in a corporate environment.

#### **EDUCATION**

**Computer Engineering** | UNISAL, 2027 (ongoing)

#### **LANGUAGES**

**English** – Intermediate

**Spanish** – Intermediate

**Portuguese** – Native

#### **ADDITIONAL TRAINING**

- HTML5 and CSS3 | Curso em Vídeo
- JavaScript | Curso em Vídeo
- Git and GitHub | Curso em Vídeo
- Algorithms and Programming Logic | Curso em Vídeo
- Python | Curso em Vídeo
- C Programming Language | UNISAL
- PHP | Curso em Vídeo
- Photoshop | Curso em Vídeo
- SEO | Curso em Vídeo
- Information Security | Curso em Vídeo
- Leader Training | Instituto DL Comunicação
- Leadership Development | INEXH
- Public Speaking | Vox2You
- High-Performance Strategies | IAM Mastermind
- Emotional Management | CIS Method