

Jasmin Ponce

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Summary

Front-End Web Developer with 3+ years of experience building and maintaining WordPress and Shopify websites, along with hands-on experience in React-based applications. Strong foundation in HTML, CSS, JavaScript, and API integrations, with a focus on writing clean, efficient, and scalable code. Experienced in working directly with clients to gather requirements, iterate on solutions, and deliver functional, user-focused websites. Process-driven, bilingual (English/Spanish), and comfortable working in fast-paced, team-oriented environments.

Experience

NOVEMBER 2025 - PRESENT

Advantage Media Partners - *Front End Web Developer*

- Design and build WordPress websites using Divi, translating client needs into functional, conversion-focused layouts.
- Work directly with clients to gather feedback, iterate on designs, and implement changes in real time.
- Develop custom landing pages using React for more dynamic and performance-driven experiences.
- Use AI-assisted tools like Cursor to accelerate development and streamline repetitive tasks.

OCTOBER 2024 - NOVEMBER 2025

Freelance Web Developer & Content Specialist

- Build and structure WordPress and Shopify pages using HTML, CSS, and CMS tools, ensuring alignment with design specifications.
- Manage content using popular page builders (Gutenberg, ACF, Elementor) and custom block-based themes.
- Implement SEO metadata, alt text, and internal linking, improving site accessibility and search visibility.
- Perform QA checks across browsers and devices to confirm responsive accuracy and proper spacing, typography, and hierarchy.

- Upload and format email content in Klaviyo and Mailchimp, maintaining design integrity across templates.
- Collaborate with designers, developers, and project managers to flag formatting discrepancies and resolve layout issues efficiently.
- Provide structured feedback to improve content workflows and optimize publishing efficiency across multiple projects.

OCTOBER 2021 - SEPTEMBER 2024

Full Service Funnels, Portland OR - Jr Web Developer

- Led process improvements that reduced website build times by 40%, resulting in faster project completion and higher client satisfaction.
- Standardized development procedures, enhancing website quality and reducing errors during the build process.
- Innovated tools using pure JavaScript, enabling more efficient website creation and customization.
- Pioneered Shopify theme development within the company, becoming the go-to expert for all Shopify-related projects.
- Integrated third-party APIs and handled data flow between front-end interfaces and backend services.
- Implemented Klaviyo email marketing flows, connecting APIs to track user events and behavior across websites, optimizing lead generation and customer engagement.
- Set up Facebook Pixel for accurate tracking, reporting, and analysis of user activity, enabling data-driven decisions to improve website performance and marketing strategies.
- Monitored campaign performance using Google Analytics and Klaviyo, providing insights to enhance conversion rates and customer outreach efforts.

Education

2019 - 2021

Portland Community College, Portland OR - Associate of Web Development and Design, Associate of Applied Science, and Associate of Arts.

Key Projects

- **Shopify Custom Themes:** Built Shopify themes from scratch using the Shopify CLI, enabling clients to have fully personalized online stores.
- **Bilingual Websites:** Created a bilingual website for a local business, optimizing user experience and accessibility for both English and Spanish-speaking audiences.

- **Front-End Showcase:** Developed several portfolio websites demonstrating expertise in HTML, CSS, Bootstrap, JavaScript, and jQuery.

Technical Skills

- JavaScript, React, HTML, CSS, Bootstrap, jQuery
- HTML, CSS, LESS, Bootstrap, jQuery
- WordPress Development
- Linux (Ubuntu 24.04, PoP OS)
- GitHub Version Control
- Email marketing, Klaviyo
- Google Tag Manager
- BrowserStack, Chrome DevTools, Lighthouse, GTMetrix

Additional Information

- Strong proficiency in Linux operating systems (Ubuntu 24.04 and PoP OS).
- Experienced in GitHub for version control, ensuring seamless collaboration and code integrity.
- Implemented automated testing for websites using Cypress, improving reliability and efficiency in development.