

# Esteban Fortini

## WordPress Developer / Designer



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### Profile

I am Esteban Fortini, a WordPress Developer passionate about building digital experiences that enhance usability and drive business impact. With a hands-on approach, I have worked with international clients to design and develop modern websites and applications, always aiming to deliver solutions that simplify interactions and create value.

### Professional Experience

- 05/2023 – Present**    **Freelance, WordPress Developer / Designer**  
Development and design of websites and applications using WordPress and Elementor. // Work with clients from Argentina and abroad on tailored digital solutions.
- 02/2023 – Present**    **Quipu, Web Developer - WordPress** [🔗](#)  
Colombia  
Designed and customized WordPress themes, plugins, and third-party templates to enhance functionality. // Ensured responsive, SEO-friendly, and performance-optimized websites, including cross-browser compatibility. // Managed website content and multimedia (images, videos, media assets), maintaining accuracy and engagement. // Integrated APIs, plugins, and third-party tools while implementing security best practices. // Optimized speed and efficiency, conducting testing to resolve bugs and compatibility issues. // Collaborated with UX/UI and content teams to deliver seamless digital experiences. // Provided client training, maintained documentation, and recommended improvements based on WordPress trends.

### Education

- 2022 – Present**    **Self-taught Learning**  
Self-taught learning in WordPress customization, Elementor, SEO, and web performance optimization
- 04/2022 – 08/2022**    **Bootcamp Full Stack MERN & Mobile Developer**  
Argentina  
+700 hours full-time using Agile methodologies (SCRUM) in a simulated work environment. // Technologies: HTML, CSS, JavaScript, Node.js, React.js, React Native (and libraries), MongoDB, GitHub, Git, Express, Redux, Heroku.
- 05/2021 – 08/2021**    **Fundamentals of Programming, UTN**  
Argentina  
Comprehensive training in algorithms, structured programming, data structures, and object-oriented programming with a focus on workplace application.

## Skills

Responsive Web Design

WordPress & Elementor

Advanced Custom Fields (ACF)

Gravity Forms

SEO

Website Performance Optimization

HubSpot Integrations

HTML, CSS, JavaScript

RESTful APIs (basic knowledge)

Git & GitHub

UX/UI Design Principles

Digital Project Management

Agile / SCRUM Methodologies

Client Communication

Stakeholder Management

Problem-Solving & Critical Thinking

Team Collaboration

Attention to Detail & Quality Assurance

## Languages

English

- C1



Spanish

- Native



## Projects

2023 – Present

**Quipu**, *Corporate Website (Financial Services)* [↗](#)

Redesigned the company's outdated site in collaboration with a UX/UI designer, creating a modern corporate platform. Implemented multiple forms, automations, and integrations to streamline client interactions.

2024 – Present

**Deep-Light**, *Creative Community Platform* [↗](#)

Built a creative website for an international cinematography community, including advanced Elementor animations, membership features, and user-friendly blog templates.

2024 – Present

**MDN Arquitectura e Ingeniería**, *Architecture & Construction Solutions* [↗](#)

Developed a dynamic portfolio website with WordPress + Elementor, featuring custom post types and dynamic product galleries for architecture and construction projects.

2025 – Present

**Products as a Service (PaaS)**, *SaaS Landing & Platform* [↗](#)

Designed and implemented a scalable WordPress solution for a SaaS concept, integrating SEO, custom forms, and performance optimization.

## Interests

Sports | Music | Technology & Innovation | Travel & Culture