

Julie Ann Balisbis-Gonzales

San Pedro, Laguna | <https://jbgwebsiteservices.com>

WordPress Elementor Specialist with 5+ years of experience building high-quality, responsive websites for businesses. Skilled in website maintenance, management, and on-page SEO. I help clients bring their ideas or designs to life through fast, modern websites that enhance credibility and support business growth.

EDUCATION

Bachelor of Science in Information Technology - 2007 - 2011
Polytechnic University of the Philippines, Sta. Rosa Campus, Laguna

SKILLS

Website Development

- Proficient in website development using WordPress and Elementor
- Responsive and mobile-first web design
- Basic knowledge of HTML and CSS
- Proficient in using AI tools to support modern web development workflows

On-Page SEO

- On-Page SEO Optimizing meta tags (website pages and blogs)
- Creating SEO-friendly URLs
- On-page audit error fix
- Keyword implementation

AI Content Editing

- Ensuring grammar, spelling, and punctuation accuracy
- Enhancing SEO optimization in AI content
- Refining AI-generated content for readability, tone, and humanization

Website Management

- Website maintenance and updates
- Troubleshooting and resolving technical issues
- Routine scan and regular backups
- Hosting and domain management

Content Creation

- Designing graphics using Canva
- Writing engaging and relevant website content
- Developing blog posts and articles
- Crafting compelling calls-to-action
- Ensuring content aligns with brand messaging

EXPERIENCE

Freelance Website Developer

2021 - PRESENT

- Develop and customize websites using WordPress, Elementor and other builders, tailored to client goals and project requirements
- Build responsive, mobile-first websites optimized for seamless performance across all devices
- Convert Figma and Canva mockups into fully functional, pixel-accurate web pages
- Apply HTML and CSS for layout enhancements, styling, and minor customizations
- Implement best practices in website structure, navigation, and user experience (UX)
- Perform ongoing website maintenance, including content updates and performance monitoring
- Troubleshoot and resolve technical issues related to WordPress core, themes, and plugins
- Manage regular website backups to ensure data security and quick recovery when needed
- Monitor website functionality and uptime to maintain optimal performance
- Organize workflows and manage tasks efficiently using Trello or other productivity tools

Website Developer

Qurious Media Singapore

APRIL 2025 - APRIL 2026

- Transformed Figma and Canva designs into high-quality, fully responsive WordPress websites
- Delivered precise and timely website updates aligned with client requirements
- Maintained and optimized websites to ensure performance, functionality, and minimal downtime
- Consistently handled a high-volume workload, delivering 10+ websites per month across builds, updates, and support

SOME WEBSITES I DEVELOPED

<https://www.reinbiotech.com/tetra/>

- Developed using Elementor free from a Canva mockup design provided by client.

<https://jbgwebsiteservices.com>

- This is my own website. Developed using WordPress, Elementor Pro, custom code, and AI.

<https://resort.jbgwebsiteservices.com/>

- Developed as a case study for a resort. Used WordPress and Elementor free version.

<https://annlovestowrite.com/>

- This is my personal blog site. Developed using WordPress, Elementor, Gutenberg for the posts, and a bit of custom code.

<https://clarkchristmaslights.com/>

- The client provided a Figma design and I developed it using WordPress, Elementor Pro, and a bit of custom code. The client had already made changes to the site but I did the main structure.

<https://contractorscompliancebureau.com/>

- Developed using an Elementor template provided by the client. The client had already made changes to the site but I did the main structure.