




# MARCO LIZARDO


WEB DEVELOPER | DESIGNER

 Male

 Oct 06, 1994

 (492) 197-2914

 Zac, Mexico

 marck94zac1@gmail.com

 mlizarido.com

## LANGUAGES

Spanish  
English - Fluent (C1)

## SOFT SKILLS

- Communicative
- Self Motivated
- Accountable
- Team Worker
- Problem Solver
- Decisive
- Ability to work under pressure
- Flexible
- Negotiator and conflict resolver

## EXPERIENCE

### MEDALLIA, INC APR 2024 - PRESENT

Web Specialist / Wordpress

- **Built the tech foundations** for the new corporate site into the new company's Wordpress custom theme (previously built on Nuxtjs).
- **Crafted** several blocks for the site's new framework (leveraging sass, gsap, Alpinejs, ACF, and custom php functionality).
- **Facilitated** team collaboration and version control using Git.
- **Helped Implement** SOPs for better site maintenance, and scaling.

#### Skills:

Proficiency in PHP, JavaScript, WordPress, HTML, CSS, Alpinejs, Vuejs, Nodejs, MJML, Git, SQL, and design tools such as Figma, Photoshop, Illustrator.

### PARALLELSTAFF FEB 2025 - PRESENT

Web Developer (contractor, part-time)

- **Built the company's webiste** Rebuilt the existing Elementor website as a custom theme; this improved greatly the site's performance, usability, and maintainability.
- **Integrated** a AWS native CI/CD pipeline; leveraging CodeCommit and CodePipeline
- **Facilitated** team collaboration and version control using Git.
- **Helped Implement** SOPs for better site maintenance, and scaling.

#### Skills:

Proficiency in PHP, JavaScript, WordPress, HTML, CSS, Alpinejs, Vuejs, Nodejs, MJML, Git, SQL, and Figma.

### GARA GROUP JAN 2023 - APR 2024

Frontend Developer / Email developer / Web Designer

- **Spearheaded** the design and development of dynamic, fully custom websites across WordPress, Webflow, and Shopify, enhancing user engagement and client satisfaction.
- **Innovated** with a custom WordPress theme and proprietary content builder leveraging Reactjs and Alpinejs, alongside a bespoke CLI tool, to streamline site development and maintenance.
- **Transformed** outdated websites into high-conversion platforms, significantly boosting client revenue.
- **Crafted** and optimized email templates for Velovita, elevating campaign performance and conversion rates.

#### Skills:

Proficiency in PHP, JavaScript, Shopify, WordPress, HTML, CSS, Alpinejs, Vuejs, Nodejs, MJML, Git, SQL, and design tools such as Adobe XD, Figma, Photoshop, Illustrator.

### KICKSTART DENTAL JUL 2022 - JAN 2023

Web Developer / Designer

- **Led** the design and development of WordPress sites, integrating custom themes and builders to create tailored digital experiences.
- **Implemented** efficient design/build systems, cutting production timelines by 50%.
- **Conducted** WordPress site migrations and revitalized legacy sites into conversion-optimized platforms.
- **Facilitated** team collaboration and version control using Git.

#### Skills:

Expertise in PHP, JavaScript, Shopify, WordPress, HTML, CSS, Alpinejs, Vuejs, Nodejs, MJML, Git, SQL, Adobe XD, Figma, Photoshop, Illustrator.

### DUDE AGENCY JUL 2021 - JAN 2023

Web Developer



- **Designed** and executed web projects from concept through production, enhancing site performance and user experience.
- **Addressed** and resolved React codebase performance issues, ensuring optimal site functionality.
- **Upgraded** WordPress themes with custom fixes and enhancements, improving site reliability.
- **Transitioned** legacy Shopify stores to the modern Store 2.0 framework, driving e-commerce innovation.
- **Led** educational sessions on Shopify, WordPress, and HubSpot development, elevating team capabilities.
- **Developed** and integrated bespoke PHP applets for WordPress, tailored to specific client needs.
- **Engineered** custom email campaigns to maximize engagement and reach.


#### Skills:


Mastery in JavaScript, HTML, CSS, React, Vuejs, Alpinejs, PHP, Liquid, HubL, Git, SQL, Divi, Elementor, and design software including Adobe XD, Figma, Photoshop, Illustrator, Indesign.


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## EXPERIENCE

### DUDE AGENCY JAN 2021 - JUL 2021

Web Designer

- **Crafted** bespoke website designs for diverse client niches, engaging in a collaborative, iterative design process to deliver optimal outcomes.
- **Created** a wide array of graphic elements, including banners, flyers, and promotional materials, to support client marketing initiatives.
- **Developed** website features and landing pages using Divi and Elementor, enhancing site functionality and user experience.
- **Redesigned** the company's website, establishing a compelling online presence.

#### Skills:

Proficient in HTML, CSS, JavaScript, Divi, Elementor, Adobe XD, Figma, Photoshop, Illustrator, Indesign.

### ENGRANES DE LEY MAR 2020 - NOV 2020

Web Designer

- **Lead** the design and development of a high-fidelity mockup for the company's inaugural app, setting a new standard for user interface excellence.
- **Collaborated** closely with the previous developer, adopting a flexible and iterative approach to meet the dynamic and evolving needs of the project effectively.

#### Skills:

Demonstrated expertise in Sketch, HTML, CSS, and InDesign, leveraging these tools to deliver cutting-edge design solutions and seamless user experiences.