

JESÚS UREÑA

Senior WordPress & Digital Implementation Specialist

Mazatlan, Mexico | Remote

contact@jesusurena.com | linkedin.com/in/jesusurena

PROFESSIONAL SUMMARY

Senior WordPress & Digital Implementation Specialist with 15+ years of experience in web development and 20+ years in branding and visual design.

I design and implement complete digital ecosystems combining WordPress development, brand identity, performance optimization, and content strategies to support business growth.

Experienced in SEO on-page, hosting environments, performance optimization, and social media content execution with support for digital campaigns.

CORE SKILLS

WordPress · Web Development · HTML · CSS · SEO · Technical SEO
Website Performance Optimization · Elementor · Google Analytics (GA4)
Branding · Content Strategy · Social Media · Meta Ads (basic)
UX Design · PHP · MySQL · DNS Management · Web Hosting

PROFESSIONAL EXPERIENCE

Independent WordPress & Digital Implementation Specialist

2010 – Present

- Led the design and implementation of 50+ WordPress websites across multiple industries.
 - Managed full web environments: hosting, DNS, SEO on-page, and performance optimization.
 - Developed branding systems and visual identities aligned with business positioning.
 - Planned and executed social media content strategies for multiple clients.
 - Supported digital campaigns through Meta Ads and content-driven strategies.
-

Creative Director & WordPress Lead — Minimal

2014 – 2018

- Led branding, WordPress development, and digital strategy projects.
- Directed visual identity, website implementation, and content strategy.
- Oversaw technical execution and performance optimization.
- Managed client communication and cross-functional collaboration.
- Delivered scalable digital solutions aligned with business goals.

Impacto Modelo Regional Lead — Grupo Modelo

2007 – 2008

- Led regional marketing and sales support initiatives.
- Coordinated team execution and supported commercial objectives.

Graphic Designer — Impacto Modelo (Grupo Modelo)

2004 – 2007

- Supported branding and localized advertising implementation.
- Participated in sales system implementation and staff training.

Academic Lecturer — Graphic Design & Digital Media

2008 – 2011

- Taught visual communication and digital design tools.

Graphic Designer & Production Specialist — Designa

2001 – 2004

- Developed print and large-format advertising materials.

TOOLS

WordPress · Elementor · Adobe Photoshop · Illustrator · InDesign
Canva · Meta Ads Manager · Google Analytics

EDUCATION

Bachelor's Degree in Graphic Design
Universidad Tecnológica de Sinaloa