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Work Experience

February 2025 – March 2025

WordPress Web Developer

Better Image Solutions – Canada (Remote)

• **Third-Party CMS–to–WordPress Transitions:**

Migration of client websites from a legacy third-party white-label CMS to WordPress, utilizing Elementor for efficient page building and design fidelity. Consistently completed first-version (v1) site conversions within a single day per project.

August 2024 – February 2025

Full Stack WordPress Web Developer & UI/UX Designer

Piper Creative/AUM Growth Marketing – Pittsburgh, PA (Remote)

• **Client-Centric Onboarding & Collaboration:**

Led onboarding calls to deeply understand client needs, preferences, and business goals, ensuring every website was uniquely tailored for maximum impact. Established strong, trust-based relationships with clients through clear, empathetic communication and proactive project updates.

• **Full-Spectrum Website Development:**

Managed end-to-end website creation, including hosting setup, DNS management, SEO optimization, site design, copywriting, CDN integration, and performance tuning. Specialized in WordPress development, consistently achieving Google PageSpeed Insight scores of 90–100 for all delivered projects.

• **Strategic Website Rebuilds:**

Rebuilt the Piper Creative and AUM Growth Marketing websites with a focus on user experience, branding consistency, and technical excellence. Delivered visually compelling, high-performing sites that reinforced brand identity and improved user engagement.

• **Performance & Quality Assurance:**

Prioritized site speed, accessibility, and SEO best practices to drive measurable improvements in website performance and search rankings. Maintained a high standard of work, consistently earning positive feedback and trust from clients and colleagues.

• **Teamwork & Leadership:**

Fostered seamless coordination across cross-functional teams, ensuring projects were delivered on time and to specification—even in high-pressure situations. Recognized for dedication, reliability, and a results-driven mindset by both peers and leadership.

February 2024 – August 2024

Full-Stack Web Developer & UI/UX Designer

Lauren Demi Design – Boston, MA (Remote)

• **End-to-End Client Communication:**

Maintained clear and consistent communication from initial LinkedIn outreach through final delivery, ensuring alignment on every design and development decision.

• **Custom Platform Migration & Development:**

Transformed a client's Framer website into a fully custom-coded solution using Next.js, React, Tailwind CSS, Framer Motion, Shadcn-UI, and Resend API after platform limitations and support disputes.

• **Performance & SEO Optimization:**

Leveraged Next.js for superior performance and SEO benefits, successfully migrating the entire portfolio site to improve mobile responsiveness, speed, and search engine rankings.

• **UI/UX Design & Animation:**

Built a designer portfolio with smooth animations and interactive elements using Framer Motion, enhancing user engagement and visual appeal.

• **Challenge Embracement & Problem Solving:**

Took on the complex challenge of a full platform migration to deliver a superior user experience, exceeding client expectations despite initial project scope changes.

November 2023 – January 2024

Front End Web Developer

Chinese Company (Under NDA) – Manila, Philippines

• **Cross-Functional Collaboration & Design:**

Partnered with a team to co-design Figma prototypes and took ownership of front-end development using Next.js, Tailwind CSS, Framer Motion, React-Hook-Form & Table, and Shadcn-UI, earning trust to lead technical decisions on component libraries and state management.

• **Full-Stack Development & Independent Delivery:**

After the project paused, independently completed the full-stack MVP using Prisma ORM and Postgres, delivering a functional job portal demo available for portfolio review and admin feature testing upon request.

• **Adaptable Planning & Problem Solving:**

Gained valuable experience in flexible project management and solution-finding when initial plans shifted, strengthening teamwork and full-stack development skills under changing circumstances.

October 2022 – September 2023

SEO Content Writer & Web Developer

No-BS Marketplace – South Geelong, Victoria, Australia (Remote)

• **High-Volume SEO Content Creation:**

Produced over 10,000 words weekly on diverse topics (750–2,500 words per article), consistently delivering quality content that met tight deadlines and varied subject matter.

• **Proactive WordPress Site Maintenance & Customization:**

Took initiative to maintain and customize company WordPress sites, performing site optimizations and CSS tweaks to improve performance and user experience alongside content responsibilities.

• **Hybrid Role Development & Growth:**

Balanced content creation with technical web development tasks, accelerating skills in both areas and contributing to team needs without formal management duties.

• **Professional Transition & Continued Client Relations:**

Left on good terms to pursue full-time programming supported by Meta certifications, while maintaining ongoing client relationships for occasional projects.

June 2021 – August 2022

Amazon Account Manager & Junior Web Developer

Northern Response International Ltd. – Toronto, Ontario, Canada (Remote)

• **Dual-Role Performance & Sales Optimization:**

Boosted Amazon sales by auditing and optimizing 160+ product listings across US, Canada, and Mexico accounts, improving organic rankings and PPC campaign effectiveness.

• **Progressive Shopify Development & Technical Growth:**

Took initiative to support Shopify site maintenance and development, learning Ruby to enhance backend features and deliver solutions balancing marketing goals with technical requirements.

• **Cross-Functional Impact & Modernization:**

Modernized data tracking approaches, fostering improved collaboration between marketing and development teams and leaving a lasting positive impact on business processes.

March 2020 – April 2021

Amazon Account Manager & Team Leader

Ovente – Vernon, CA, USA (Remote)

• **Amazon Product Management & Team Mentorship:**

Managed top 50 SKUs across two product categories, mentoring two team members to improve organic rankings through listing optimization, keyword research, and promotion planning.

• **PPC Campaign Oversight & Performance:**

Directed PPC campaigns targeting strategic keywords, consistently maintaining over half the SKUs ranked on page 1 or 2 for main keywords.

• **Automation & Workflow Efficiency:**

Leveraged growing coding skills to automate reports and track keyword rankings, prototyping simple tools that significantly boosted workflow efficiency.

• **Passion for Building Solutions:**

Embraced a future focused on creating tools and solutions beyond selling, continuously upskilling in SEO, web development, and digital marketing with strong leadership support.



Ethan Gabriel Munoz

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Certificates

Meta's Front-End Developer Professional Certificate



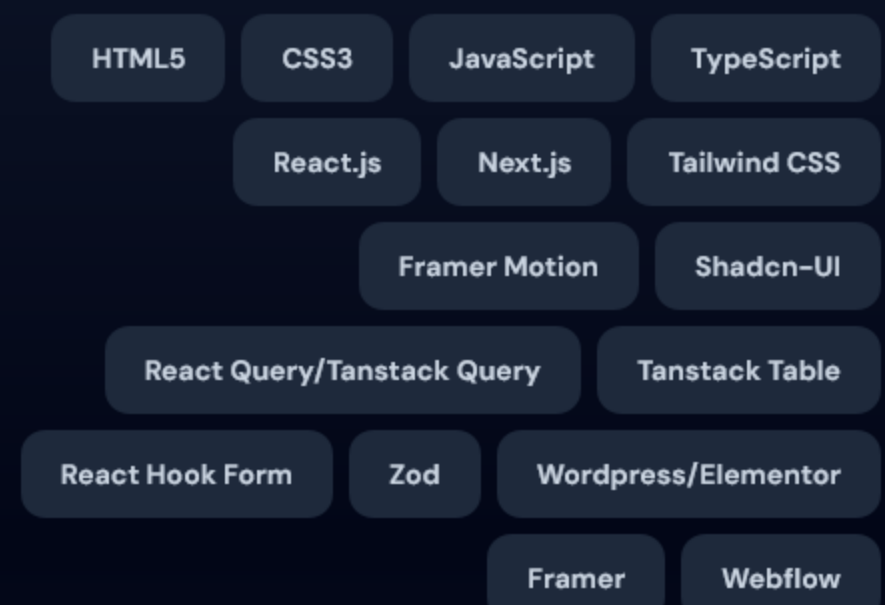
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.F Scrimba's Frontend Developer Career Path

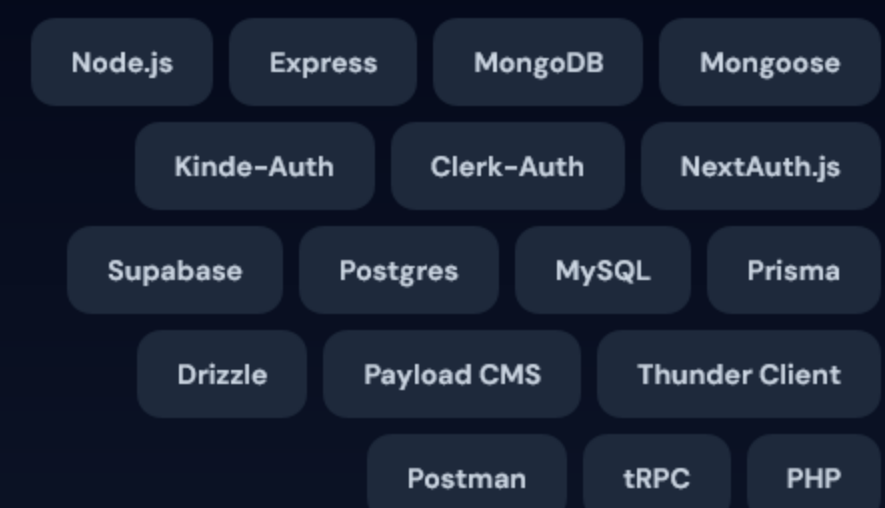


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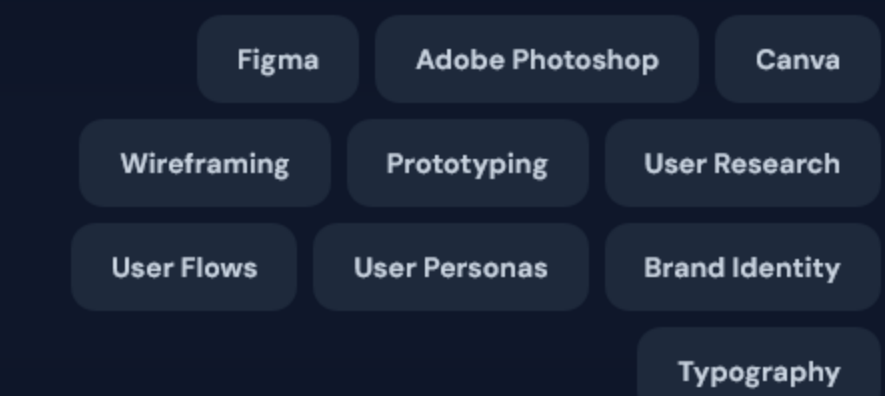
Front-End Skills



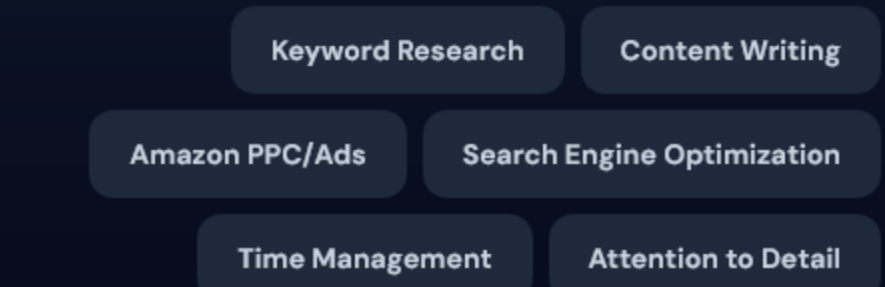
Back-End Skills



UI/UX Skills



General Skills



What I'm Currently Aiming to Learn



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