

# LUCAS MOURA

SENIOR WEB DEVELOPER & WORDPRESS


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## PROFILE

Senior web developer with **10+ years** of experience building and maintaining websites for companies, agencies and their clients, from institutional sites and blogs to portals and e-commerce. Specialized in **WordPress** (custom themes, Custom Post Types, custom fields and headless) and modern front-ends with **Next.js** and **React**, with a strong focus on **SEO**, **performance** and **security**. Proven track record of delivering websites that grow organic traffic, simplify content management and load faster.

## TECHNICAL SKILLS

- WordPress / PHP
- HTML5 / CSS3
- JavaScript / jQuery
- React / Next.js
- SEO
- Figma / Photoshop
- MySQL / REST API
- Git / SVN

## METHODOLOGIES

SCRUM · KANBAN · AGILE · REST · MVC

## EDUCATION

**Advertising**
UNIP — Universidade Paulista

**Web Development**
Loome Web

**UX & UI Design**
Udemy · Instituto TIM

**Web & Graphic Design**
Expert Informática

## KEY ATTRIBUTES

- Strong communication & interpersonal skills
- Creative problem-solving approach
- Team leadership experience
- Multi-project management

## PROFESSIONAL EXPERIENCE

### Fulcrum Digital
2021 — PRESENT

Website Specialist

Responsible for the conception, development and ongoing management of the company website and client projects, from defining the **SEO structure** and applying technical best practices to adapting content to search guidelines and driving continuous **performance optimization** and **security** improvements. The focus is **WordPress** (traditional and **headless**) combined with modern front-ends built in **Next.js** and **React**.

### Estudio Sunday
2020 — 2021

Web Developer · Travel blog & portal

Developed, maintained and managed the hosting of the company's **WordPress** travel portal, and delivered client projects ranging from static websites and blogs to content portals, institutional sites and **e-commerce** stores. Built **custom themes** using **Custom Post Types** and **custom fields** to create flexible content structures that were easy for editors to manage.

### Melon Marketing Digital
2018 — 2019

Web Developer · Digital marketing agency

Responsible for the development, maintenance and hosting management of the agency's **WordPress** website and its client portfolio, covering static websites, blogs, portals, **e-commerce** and institutional sites. Created tailor-made **custom themes** with **Custom Post Types** and **custom fields**, giving each client a CMS shaped around their own content and marketing goals.

### MW Way Network
2016 — 2017

Web Developer · Digital marketing agency

Handled development, maintenance and hosting management for the agency's **WordPress** website and a diverse range of client projects, from static websites and blogs to portals, institutional sites and **e-commerce**. Built the company site and client sites on **custom themes** powered by **Custom Post Types** and **custom fields**, tailoring each solution to the client's needs.

### Revista Enfase
2013 — 2016

Web Developer · Print & digital magazine

Responsible for developing and maintaining the magazine's **WordPress** website and managing its hosting environment. Also built and supported websites for the publication's clients, from simple static pages to blogs, news portals and institutional sites.

## FEATURED PROJECTS

**Lugli Training**
lugli.training
WordPress · PHP · JavaScript · Custom Plugins · ACF

**Culinary Digital**
culinarydigital.com
WordPress · PHP · JS · Custom Fields · Custom Posts

**Luiva Store**
luiva.com.br
WordPress · WooCommerce · JS · jQuery · CSS