



# SHALIM MORA

*Shalim Mora*

WORDPRESS DEVELOPER | DIGITAL SOLUTIONS MANAGER

## CONTACT

- +52 56 334 04175
- shalimhoms@gmail.com
- www.shalimmora.com
- github.com/Shalimmo
- Shalim Mora

## PROFILE SUMMARY

WordPress Developer and Digital Solutions Manager with over 5 years of experience designing, developing, and optimizing WordPress solutions for national and international clients. Specialized in WordPress architecture, Elementor, Multisite environments, performance optimization, hosting infrastructure, and third-party integrations. Focused on building secure, scalable, and user-centered websites by combining WordPress best practices, UI/UX principles, and AI-assisted development.

## EDUCATION

INSTITUTO POLITÉCNICO NACIONAL

- Computer Systems Engineering (2019 - 2023)
- Information Systems (2011 - 2014)

## TECHNICAL SKILLS

CMS & DEVELOPMENT

- WordPress
- Elementor Pro
- WooCommerce
- PHP
- JavaScript
- HTML5
- CSS3
- MySQL

WORDPRESS ARCHITECTURE

- WordPress Multisite
- Domain Mapping
- Shared Database Architecture
- Dynamic Templates
- Membership & Role-Based Access
- Custom Content Architecture
- MU-Plugins
- Custom Widgets

## WORK EXPERIENCE

**Atypic MKT** FEB 2025 - PRESENT  
Digital Solutions Manager

- Lead the architecture, development, optimization, and ongoing evolution of scalable WordPress solutions for national and international clients.
- Design and develop custom WordPress websites using Elementor, PHP, HTML, CSS, JavaScript, and custom widgets.
- Architect WordPress Multisite environments with shared databases and domain mapping; implement dynamic templates, secure member portals, and role-based access, while coordinating custom post type and taxonomy requirements.
- Plan and execute website migrations, hosting infrastructure changes, DNS management, and SSL implementations.
- Integrate WordPress with CRMs, booking engines, WooCommerce, payment gateways, marketing platforms, and automation tools.
- Optimize performance through Core Web Vitals, technical SEO, caching, CDN configuration, and server-side improvements.
- Troubleshoot complex WordPress, Elementor, database, and server-level issues while implementing scalable long-term solutions.
- Apply UI/UX, accessibility, and AI-assisted development practices to deliver secure, high-performing digital experiences.
- Collaborate with cross-functional teams, document technical processes, and establish development standards.

## INFRASTRUCTURE

- WHM
- cPanel
- DNS Management
- SSL Certificates
- Website Migration
- Hosting Administration

## PERFORMANCE, SEO & SECURITY

- Core Web Vitals
- Google Lighthouse
- Technical SEO
- Caching Strategies
- CDN Configuration
- Database Optimization
- Security Best Practices

## INTEGRATIONS & AUTOMATION

- Make
- Brevo
- Mailchimp
- REST APIs
- Booking Engines
- Payment Gateways

## DEVELOPMENT PRACTICES

- AI-assisted Development
- Responsive Design
- Accessibility
- Git

## SOFT SKILLS

- Technical Leadership
- Problem Solving
- Cross-functional Collaboration
- Client Communication
- Strategic Planning

## LANGUAGES

- Spanish: Native
- English: Fluent

## CERTIFICATIONS

- [Enterprise Design Thinking Practitioner by IBM](#)

## WORK EXPERIENCE

### Freelance

2021 - PRESENT

#### Web Developer

- Design, develop, and maintain custom WordPress websites and digital platforms for clients across the travel, hospitality, wellness, and professional services industries.
- Gather client requirements and translate business goals into functional, user-centered digital solutions.
- Develop custom features, responsive layouts, and reusable WordPress components using Elementor, PHP, HTML, CSS, and JavaScript.
- Configure hosting environments, domain management, DNS, SSL certificates, email services, and website migrations.
- Integrate websites with CRMs, marketing platforms, booking systems, payment gateways, and third-party services.
- Optimize website performance, technical SEO, accessibility, and overall user experience.
- Provide ongoing maintenance, troubleshooting, security improvements, backups, and technical consulting.
- Leverage AI-assisted development to accelerate implementation and improve development efficiency.

## MORE INFORMATION

Scan to see my portfolio.

