



# John Michael Lamigo

WORDPRESS DEVELOPER  
MARKETING FUNNEL EXPERT

## CONTACT

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## EXPERTISE



## TOOLS & PLATFORMS

- WordPress
- Elementor Pro
- ClickFunnels
- GoHighLevel
- Figma
- Canva
- Photoshop
- ACF
- HTML/CSS
- JavaScript
- Freshdesk
- AI Tools

## EDUCATION

**B.S. Information Technology**  
Central Philippine University  
2012

## CERTIFICATIONS

- WordPress Essential Training  
LinkedIn Learning · 2022
- Project Management Foundations  
LinkedIn Learning / PMI · 2023
- Customer Service: Problem-Solving & Troubleshooting  
LinkedIn Learning · 2023
- Serving Customers Using Social Media  
LinkedIn Learning · 2023
- Customer Service: Handling Abusive Customers  
LinkedIn Learning · 2023

# JOHN MICHAEL LAMIGO

WORDPRESS DEVELOPER · FUNNEL STRATEGIST · SEO SPECIALIST

Results-driven WordPress Developer and Marketing Funnel Expert with 8+ years of experience building high-performance websites, conversion-optimized landing pages, and end-to-end marketing automation systems. Proven ability to translate design concepts into functional digital experiences, combining technical precision with strategic marketing insight to drive measurable business growth.

## WORK EXPERIENCE

### Web Developer / Contractor

2025 – Present

#### Baylegal PC

- Develop and maintain law firm websites, ensuring fast load times, ADA compliance, and strong visual presentation for client-facing pages.
- Build and manage satellite landing pages optimized for local SEO, driving targeted traffic for legal service areas across multiple geographic markets.
- Implement AI-powered systems including automated intake workflows, chatbot integrations, and content generation pipelines to streamline firm operations.
- Execute comprehensive Google Search Engine Optimization strategies — including keyword research, on-page optimization, schema markup, and technical SEO audits — to improve organic rankings and lead generation.
- Collaborate with attorneys and marketing stakeholders to translate legal service offerings into compelling web content and conversion-focused page layouts.

### WordPress Developer

2024 – 2025

#### Saltwater Digital

- Converted Figma designs to pixel-perfect WordPress sites using Elementor Pro; set up hosting and CMS from scratch.
- Managed plugin/theme updates, implemented Advanced Custom Fields (ACF), and resolved custom theme issues.
- Provided customer support via Freshdesk, resolving 100–150 tickets per month with high client satisfaction.
- Designed complete website page sets (Services, About, Contact) maintaining strong UI/UX and visual consistency.

### Marketing Funnel Automation Specialist

2023 – 2024

#### GrowthLabz Co.

- Developed, designed, and optimized end-to-end marketing funnels using GoHighLevel.
- Created engaging graphics and content using Canva and Photoshop; analyzed funnel performance and drove improvements.
- Built and optimized automation strategies; troubleshoot issues within automated systems to maintain uptime and efficiency.

### Funnel Builder / Designer

2021 – 2023

#### Advertising Report Card

- Designed high-converting landing pages using WordPress, ClickFunnels, and GoHighLevel; customized designs with HTML, CSS, and JavaScript.
- Implemented SEO best practices and integrated third-party tools (email marketing, CRM, payment gateways).
- Conducted A/B testing and performance analysis to continuously improve conversion rates and user experience.

### WordPress Engineer

2020 – 2021

#### WP BUFFS

- Resolved 150+ WordPress Dashboard tickets covering layout, usability, and performance; conducted user interaction analyses to identify workflow bottlenecks.
- Implemented timely content updates and managed multi-channel client communication via email, ticketing systems, and phone.

### WordPress Developer

2019 – 2020

#### Sweets Marketing Tech & Consulting

- Led a team developing responsive, visually compelling WordPress websites; spearheaded custom theme and plugin implementation.
- Conducted website audits and performance analyses; optimized loading speeds, SEO capabilities, and security.
- Provided tailored client solutions including e-commerce, membership portals, and custom functionality.

### Administrative Assistant

2017 – 2019

#### The Akire LLC

- Managed executive calendars, travel coordination, and digital marketing strategy workshops ensuring optimal operations.
- Facilitated internal and client communications; prepared and proofread business documents and presentations with high accuracy.
- Maintained and updated client databases enabling streamlined, personalized client interactions.