Aurélio Paz da Luz

Web Developer

WordPress | Technical SEO | Digital Analytics

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SITE & PORTFOLIO



Santiago de Compostela, Spain | Remote with European teams | On-site or hybrid in Santiago

SUMMARY

I build and maintain WordPress websites, focusing on technical foundations, performance, crawlability, and indexing. I use audience and conversion data to find opportunities and prioritize improvements.

CORE SKILLS

WordPress and web development

Website, theme, and interface development and maintenance. PHP, JavaScript, HTML, CSS, and REST APIs; GeneratePress, Elementor, and WooCommerce.

Technical SEO and performance

Audits and improvements to crawling, indexing, and load performance: structured data, canonical URLs, redirects, sitemaps, hreflang, and Core Web Vitals.

Digital analytics

GA4, Google Tag Manager, Search Console, and Hotmart data to evaluate traffic, user behavior, and conversions.

CURRENT EXPERIENCE

Independent work | Web development and technical SEO

Building, improving, and maintaining WordPress projects, with technical SEO, performance, and digital analytics. I support projects from implementation through ongoing review, using data to prioritize changes.

SELECTED PROJECTS

iEducação

I manage iEducação's WordPress technical setup with the project's educational lead. We implemented Google AdSense and Hotmart sales; I use audience and sales data to guide improvements.

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SELECTED PROJECTS (CONTINUED)

Convista

Complete WordPress front-end development, including corporate, service, and news pages, for an international consulting and SAP solutions group.

Clínica Astravia

Website for a gynecology and obstetrics clinic in Santiago de Compostela, with access to online scheduling. Ongoing work aims to improve visibility in searches for the clinic's services.

EARLIER EXPERIENCE

Governo do Estado de Rondônia | Systems implementation support

Supported institutional systems implementation, process documentation, and day-to-day assistance for technical teams and users.

Netpix | Multimedia Programmer

Produced digital interfaces and content, and developed and maintained web and multimedia solutions.

Centro de Ensino São Lucas | Junior Multimedia Programmer

Worked on educational and digital projects, supporting communication and content initiatives.

EDUCATION

Sistemas para Internet

Brazilian Tecnólogo program; Faculdade de Tecnologia São Mateus

Programador Multimídia

Brazilian technical qualification; Centro de Ensino São Lucas

Lógica de Programação

Programming logic certification; Academia Asimov

LANGUAGES

Portuguese: native
Spanish: advanced reading and comprehension; functional writing
English: technical reading and intermediate comprehension

Full portfolio: aureliopaz.com/en/#projetos