

ROBERTO COVITTI

Senior Web Developer | WordPress & WooCommerce Specialist | Technical SEO | UX/UI

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PROFESSIONAL SUMMARY

Senior Web Developer with 10+ years of experience delivering responsive, SEO-focused websites and digital experiences. Strong expertise in WordPress, WooCommerce, front-end development, technical SEO, web performance and UX/UI across the full website lifecycle, from requirements and design to deployment, optimization and maintenance. Experienced in translating business needs into reliable web solutions and coordinating small development projects.

CORE EXPERTISE

Web Development	WordPress, WooCommerce, PHP, MySQL, JavaScript, HTML5, CSS3, Responsive Web Design
WordPress	Custom Themes, Custom Plugins, Elementor, Theme Customization, Plugin Integration, Website Migration, Troubleshooting
SEO & Performance	Technical SEO, Core Web Vitals, On-Page SEO, Indexing, Metadata, Website Performance, Speed Optimization
UX/UI	Figma, Adobe XD, Responsive UI, Wireframing, Prototyping, Photoshop, Illustrator
Development Tools	Git, Docker, Postman, Xdebug, Bootstrap, jQuery, TFS
Additional Technologies	Laravel, Symfony, Angular, Shopify
Analytics & Optimization	Google Analytics 4, Hotjar, CRO Tools

PROFESSIONAL EXPERIENCE

Auriga S.p.A. — Bari, Italy

Web Developer | UI/UX Designer | SEO Specialist | 2011 – Present

- Improved the usability, responsiveness and SEO readiness of corporate and client websites by developing and maintaining WordPress websites, custom themes and front-end components using HTML, CSS, JavaScript and PHP.
- Expanded website and e-commerce functionality by implementing WooCommerce integrations and developing custom WordPress plugins tailored to project requirements.
- Improved website performance and technical SEO foundations through Core Web Vitals, page-speed optimization, metadata, indexing and on-page SEO activities.
- Delivered responsive interfaces by translating UX concepts, wireframes and Figma/Adobe designs into production-ready web experiences.
- Improved website reliability and maintainability through migrations, backups, CMS/plugin updates, debugging and technical troubleshooting across front-end, CMS and integrations.
- Led small internal development projects and worked across development, design and SEO teams to coordinate priorities, delivery timelines and technically feasible solutions.

EDUCATION

Bachelor's Degree in Computer Science & Digital Communication — University of Bari

2005 – 2010 | Web Programming, Software Engineering, Databases, Networking, Human-Computer Interaction

Final project: Human-Machine Interaction in a Collaborative Music Application

LANGUAGES

Italian: Native | **English:** Good working proficiency — spoken, written and technical documentation

ADDITIONAL INFORMATION

Based in Italy · Open to remote and hybrid opportunities · EU work authorization