

Samantha Arbuola

WordPress Developer | UX-Focused | CMS Architecture & Customization

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Professional Summary

Front-End Developer and WordPress Specialist with over five years of experience building, customizing, and maintaining CMS-based websites for organizations across Latin America, the U.S., and Canada.

- Deep WordPress technical expertise (custom themes, page builders, CMS architecture)
- Strong sense of code quality, performance, and maintainability.
- Skilled in crafting responsive, accessible, and user-friendly interfaces; implemented with WCAG accessibility standards.
- Experienced in Agile collaboration and client communication, collaborating with designers, content teams, and product managers to deliver scalable digital experiences that prioritize usability, maintainability, and performance.
- Routinely worked with a flexible schedule to align with international teams and clients across varying time zones
- Active contributor to the WordPress community and knowledge-sharing initiatives

Tech Skills

Languages & Frameworks: HTML5, CSS3, SASS, Twig, PHP, JavaScript.

CMS Expertise: WordPress (custom themes, Divi, Elementor, Gutenberg), Drupal 8/9 & 10, WooCommerce and payment gateways

Workflow & Tools: Git (Gitflow), Docker, Lando, Agile/Scrum, Kanban, Figma, AdobeXD, Jira, Slack

UX & Accessibility: Accessibility standards, Responsive layouts, dashboard usability improvements

Professional Experience

Self-Directed Learning & Technical Initiatives (July - December 2025)

- **Freelance Engagements:** Managed short-term freelance projects, maintaining proficiency in client communication, project delivery, and technical quality.
 - eCommerce
 - Emailing Marketing
 - WordPress development and maintenance
- **UI/UX Certification - ADA ITW:** Completed intensive UX/UI certification focusing on user-centered design, information architecture, and modern prototyping techniques.
- **AI Integration Projects:** Developed proof-of-concept projects leveraging Artificial Intelligence to explore applications in software design and front-end development.
- **Podcast Initiative:** Launched a podcast focusing on Business, eCommerce, and Marketing strategies, demonstrating strong communication skills and an understanding of the business applications of web technology and transforming technical information into content for new users involved in the digital transformation process.

Full-Stack WordPress Developer, Contractor

Estudio Relativo — Remote (June 2020 - July 2025)

Operative tasks

- Managing stakeholders expectations with budgets driven by restricted donations, and implementing technical solutions to address needs at low cost.
- Validated and maintained structured datasets (client content, product catalogs, and transactional updates) across CMS
- Communication with clients; providing updates, triaging issues, and documenting
- Coordinated client onboarding and training for WordPress and Drupal systems, ensuring smooth transitions and data consistency.
- Ensured compliance with project documentation, data handling, and version-control standards.

Technical tasks

- Develop and maintain WordPress websites using custom theming (HTML5, CSS/SASS, JS, PHP).
- Implement responsive designs from AdobeXD and Figma.
- Optimize for performance, accessibility, and SEO.
- Customize Elementor and Divi builders to advanced UI components and smooth client editing workflows.
- Applied UX best practices to CMS dashboards to enhance client usability.
- Drupal development to integrate structures for system improvement, training content editors and developing Twig templates to display the node design under atomic design components.
- Manage workflows through hosting providers as SiteGround, Hostinger, DigitalOceans,
- Key projects:
 - Gender and Environment IUCN Program — Develop and maintain 2020 - 2025.
 - The Oceans Defenders Program — Design, improvement and maintain 2023 - 2024.
 - Alianza Mesoamericana de Pueblos y Bosques — WordPress redesign and Divi enhancement 2025.
 - The Nature-based Solutions Opportunity Scan — Drupal content type, configuration and Front-End for NBSOS Explorer page 2024 - 2025.

Senior Drupal Developer, Contractor

AccelOne — Remote (June - December 2022)

- In the role Drupal architect and developer, lead Drupal decouple website implementation.
 - Implement Drupal structure and modules based on the functional prototype
 - Configure modules to deliver Front-End team requests.
 - Coordinate workflow with BackEnd team.
- Training for the BackEnd team to understand Drupal structures and modules.
- Collaborated closely with QA members to understand Drupal workflow.
- Participate in Agile ceremonies: planning, stand-ups, retrospectives, and code reviews.
- Define DevOps requirements to implement Drupal in Google Cloud.
- Translated complex CMS development progress into executive summaries for Project Managers, ensuring effective communication of system milestones and benefits to client stakeholders.

WordPress Front-End Developer, Contractor

Stateside — Remote (November 2021 - March 2022)

- Implement front-end components in Divi templates following the Design Team Pixel Perfect guidelines for responsive designs.
- Collaborated closely with the UX/UI team to apply WCAG practices.
- Contributed to Agile ceremonies: planning, stand-ups, retrospectives, and code reviews.
- Managed ongoing project operations using the Kanban workflow to improve implementation time and meet project delivery estimates.
- Effectively coordinated and managed project delivery across multiple international time zones, leveraging flexible scheduling to ensure constant communication and timely support.
- Proven ability to thrive under pressure, consistently delivering high-quality results and meeting aggressive deadlines through flexible scheduling.
- Key Projects:
 - LegalShield USA - legalshield.com
 - LegalShield CA - legalshield.ca
 - IDShield - idshield.com

Drupal Developer

Estudio Manatí / MyPlanet — Remote (2018 – 2020)

- Built and customized Drupal interfaces for enterprise clients.
- Drupal 8 custom programming and frontend development.
- Configuration of environments using docker, ahoy, lando.
- Projects executed through Agile / Scrum, with constant coaching. Contributed to Agile ceremonies: planning, stand-ups, retrospectives, and code reviews.
- Developed a decoupled eCommerce app using ReactJS and Contentful APIs.

Web Support & Maintenance

Sulá Batsú — Costa Rica (2018)

- Developed and launched regional WordPress websites, ensuring consistent brand identity and technical standards across all deployments.
- Provided technical training and support to new Content Editors on WordPress usage and workflows.
- Offered Tier 1 technical support for IT hardware (computers, printers, routers, tablets) and software, specifically focusing on Google Workspace (formerly G Suite) utilization.
- Acted as a Technical Consultant for a new WordPress platform implementation, bridging the gap between the development company and non-technical subject matter experts (sociologists and anthropologists) to define technical requirements.
- Served as Staff/Facilitator for technology events, including hackathons and short training sessions, supporting logistical coordination and participant mentoring.
- Designed and implemented curriculum for basic programming courses in Python and Android development aimed at young audiences.

Education

Bachelor's Degree in Computer Engineering

with a Recognition by Honorable Career

Tecnológico de Costa Rica | 2013 – 2022

Technical Diploma in Executive Secretarial Studies

Colegio Técnico Profesional de Educación Comercial y Servicios | 2010 – 2012

Languages

Spanish: Native

English: Intermediate (professional working proficiency)

Community & Speaking Engagement

- WordPress Community Event Supporter, & Mentor for WordPress Credits program.
- Speaker: WordCamp San José (2018, 2019, 2022), WordCamp Panamá 2019, WordCamp Managua 2023, WordCamp Torrelodones 2024, WordCamp Bogotá 2024, WordCamp Guatemala 2024.
- Member of organization team WordPress San José Community (2019–Present), Google Developer Group (2018–2021) & Women Techmakers Costa Rica (2018–Present)
- Facilitated training workshops and coordinated events, managing communication, schedules, and knowledge-sharing materials (2018 - present).