

RUBEN HENRIQUEZ

Web Developer & Digital Marketer

Buffalo, New York, United States

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PROFILE

Web developer and e-commerce professional bridging code and revenue. I build and maintain WordPress and React/Next.js sites, automate catalog operations, and deliver clean front ends with reliable data flows. On the marketing side, I manage Shopify, Wayfair, and Cymax listings, write optimized product copy, and implement technical, on-page, and local SEO through Google Business Profile.

EXPERIENCE

- ❖ **E-commerce Manager, Plata Import** Oct 2025 — Present
Buffalo
 - Manage 3 in-house brands overseeing product listings, marketing channels, and brand presence.
 - Write compelling product copy and upload listings to partner sites and company website.
 - Create, edit, and optimize product imagery, including lifestyle photography, to enhance conversion rates.
 - Oversee brand social media accounts and develop content strategies to grow engagement and visibility.
- ❖ **Web Developer, GladDigital** Jul 2023 — Aug 2025
Buffalo
 - Delivered and maintained 5+ high performing client WordPress sites across multiple industries.
 - Applied Technical and On-page SEO, as well as local SEO through Google Business Profile.
 - Maintained client websites on monthly retainers, providing timely updates and troubleshooting.
 - Translated Figma designs into fully functional, responsive websites.
- ❖ **React Developer, Jethi Tech Solutions** Dec 2022 — Mar 2023
 - Integrated Stripe payments API into front-end for subscription-based web applications.
 - Built modular React components in accordance to design specifications.
 - Participated in cross-functional meetings to review work and progress.

SKILLS

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| WordPress | HTML / CSS |
| WooCommerce | React |
| Shopify | TypeScript |
| Search Engine Optimization (SEO) | Next.js |
| Google Analytics | Node.js |
| SEMrush | Python |

LANGUAGES

Spanish *Native speaker* English *Native speaker*