

JULIUS KENNETH CASTILLO

WordPress Web Designer | SEO & CRO Specialist

juliuskennethcastillo@gmail.com | +63 975 046 7462 | Iligan City, Philippines

<https://www.linkedin.com/in/julius-kenneth-castillo> | <https://juliuskennethcastillo.com>

PROFESSIONAL SUMMARY

WordPress Web Designer with 6 years of experience building and redesigning conversion-focused websites for clients across the US, UK, Australia, Canada, and the Philippines. Built 50+ WordPress websites and served 100+ clients through Upwork, OnlineJobs.ph, and direct engagements, with 5 years and counting as an Upwork Top Rated freelancer. Combines WordPress design with SEO and Conversion Rate Optimization (CRO), with documented client results including growth from 0 to 20 ranking keywords and 0 to 500+ backlinks. Skilled in Elementor Pro, WooCommerce, HTML/CSS, Figma, on-page SEO, responsive design, and website performance optimization.

KEY SKILLS

WordPress Web Design | Search Engine Optimization (SEO) | Conversion Rate Optimization (CRO) | Conversion-Focused Web Design | Elementor Pro | On-Page SEO | Responsive Web Design | WooCommerce | Website Redesign | Page Speed Optimization | UI/UX Design | HTML/CSS

PROFESSIONAL EXPERIENCE

FREELANCE WORDPRESS WEB DESIGNER

- Built 50+ WordPress websites for businesses across the US, UK, Australia, Canada, and the Philippines, completing an average of 2 to 3 website projects per month.
- Served 100+ clients through Upwork, OnlineJobs.ph, and direct engagements while maintaining Upwork Top Rated status for 5 years and counting.
- Built and redesigned responsive websites using Elementor Pro, Divi, Gutenberg, and WPBakery, optimizing layouts across desktop, tablet, and mobile devices.
- Grew a client website from 0 to 20 ranking keywords and 0 to 500+ backlinks, with results documented in an SEO case study.
- Built 3 WooCommerce stores and currently maintain 4 client websites, covering updates, on-page SEO, performance optimization, hosting, and ongoing website support.

Chef Janice Catering | WordPress Web Designer | Apr 2026 to Jul 2026

- Built a 10+ page WordPress website from the ground up using Elementor, creating responsive layouts across desktop, tablet, and mobile devices.
- Optimized website performance to achieve a 2-second page load time while implementing on-page SEO and ongoing website maintenance.
- Structured service pages and inquiry paths around customer conversion, contributing to increased inquiries after launch.
- Website: <https://chefjanicecatering.com/>

Megabuild Renovation and Extension | WordPress Web Designer | Mar 2026 to May 2026

- Redesigned a 10+ page WordPress website using Elementor, transforming a cluttered agency-built site into a conversion-focused construction website.
- Improved mobile responsiveness, website performance, on-page SEO, and inquiry paths across the redesigned site.
- Generated the website's first customer inquiry after launching the conversion-focused redesign.

Read the full case study here:

<https://juliuskennethcastillo.com/case-studies/from-agency-build-to-high-converting-construction-website/>

TECH PROFICIENCY

Web Design & Development: WordPress, Elementor Pro, Divi, Gutenberg, WPBakery, WooCommerce, HTML/CSS, JavaScript

SEO & CRO: On-Page SEO, Search Engine Optimization, Conversion Rate Optimization (CRO), Conversion-Focused Landing Pages, Page Speed Optimization, Google Analytics

Design & UX: Figma, Adobe Photoshop, Canva, Responsive Design, UX Principles

AI & Automation: ChatGPT, Claude

Website Management: cPanel, Hosting Management, Website Maintenance

Productivity & Communication: Google Workspace, Slack, Zoom, Google Meet

EDUCATION

visual Graphic Design

Iligan Computer Institute | Iligan City, Philippines | 2010

CERTIFICATIONS

- *Google Foundations of User Experience (UX)*
- *Advanced WordPress for Professionals | Udemy*
- *Professional Diploma in Web Design | Udemy*
- *White Hat SEO Fundamentals | All White Hat SEO*
- *Google My Business: Master the Powerful Tool for Companies | Udemy*

View more here <https://juliuskennethcastillo.com/certificates/>

REMOTE WORK READINESS

Internet: PLDT Fiber 200 Mbps | Globe 5G backup

Power: UPS with up to 4-hour backup runtime

Equipment: Ryzen 5 computer | 16GB RAM

Workspace: Dedicated home office setup

Availability: US EST/PST | UK GMT | AU AEST

LANGUAGES

English: *[Fluent / Proficient]*

Filipino: *[Native / Fluent]*