Jethro Landa

WordPress Developer | PHP Developer | Full-Stack | Remote

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https://jethrolanda.vercel.app/

PROFESSIONAL SUMMARY

WordPress developer with 10+ years of experience specializing in backend development — custom plugin and theme development, API integrations, debugging complex WordPress issues, and performance optimization. I've worked with both product-based companies and freelance clients, building solutions that are reliable and maintainable in production.

Beyond WordPress, I'm comfortable working with ReactJS, Next.js, Laravel, and headless WordPress setups. I integrate AI tools into my development workflow to move faster and deliver better results.

SKILLS

WordPress	Custom Themes & Plugins, WooCommerce Extensions, Gutenberg / Block Development, WP Interactivity API, REST API, Core Web Vitals Optimization
Frontend	JavaScript (ES6), React, Next.js, jQuery, AJAX, CSS, SASS, Tailwind CSS
Backend	PHP, MySQL, Laravel, Composer
Mobile / Other	React Native (Expo, TypeScript), Headless WordPress
Workflow	Git, GitHub Actions, Agile / Scrum, SDLC
AI Dev Tools	Cursor, GitHub Copilot, OpenAI Codex, ChatGPT, Claude Code, Novamira, MCP, Ollama, LM Studio
AI Design Tools	Google Stitch, Magic Patterns, Claude Design, Others

WORK EXPERIENCE

WordPress Developer — Freelance / Self-Employed | Remote | Oct 2025 – Present | Remote

- Built custom WordPress plugins for client-specific business requirements
- Implemented REST API integrations with third-party services
- Improved WCAG accessibility compliance and Core Web Vitals scores across client sites
- Actively upskilling in AI-assisted software engineering and modern WordPress development workflows.
- Working with and experimenting with Claude Code for agentic code generation, incorporating it into my development workflows — while learning and integrating Model Context Protocol (MCP) into real WordPress projects, including Novamira MCP for executing WordPress actions directly from AI agents, Figma MCP for design-to-code handoff, WordPress MCP Server for exposing site content to AI tools, and Block MCP for Gutenberg block development assistance.
- Designed a hybrid AI development workflow combining free local LLMs with premium cloud models, reducing AI operational costs without sacrificing output quality on core development tasks.

Web Developer — Xammis / Fuellogic | Texas, USA (Remote) | Oct 2023 – Aug 2025 | Remote

- Developed specialized WordPress plugins and internal web app solutions for fuel management workflows
- Integrated third-party REST APIs including fuel price data providers
- Optimized website performance and improved Core Web Vitals scores
- Maintained and enhanced existing codebases across multiple projects
- Integrated WordPress with HubSpot CRM using its REST API to fetch and push customer, contact, and deal data between platforms, ensuring accurate, real-time data synchronization. Built custom API connections to automate the exchange of information between the website and CRM, streamlining data flow and reducing manual entry across sales and marketing processes.

- Continuously expanded my technical skill set by studying Ruby, Laravel, React Native (Expo), Next.js, and Tailwind CSS — broadening my development capabilities beyond WordPress and PHP to stay adaptable across modern web and mobile technologies.

Software Engineer — **Rymera Web Co |** Australia (Remote) | Jan 2015 – Jul 2022 | Remote

- Built and maintained free and premium WooCommerce extension plugins used by thousands of customers
- Handled full plugin lifecycle: feature planning, development, testing, releases, and documentation
- Resolved customer support issues and fixed reported bugs across plugin versions
- Worked in an Agile/Scrum team environment with regular sprint cycles

Web Developer — **Lancera |** Dumaguete, PH | Aug 2013 – Oct 2014 | On-site

- Converted PSD designs to WordPress using Underscores theme boilerplate, Twitter Bootstrap, and ACF
- Deployed sites to production servers and handled ongoing maintenance and bug fixes
- Continuously upskill on the latest technologies and development practices to stay current in a fast-evolving industry.

PROJECTS

Wholesale Suite Plugins

URL: https://wholesalesuiteplugin.com/

- I helped build and maintain Wholesale Suite plugins as part of the dev team. Particularly Wholesale Prices, Wholesale Prices Premium, Wholesale Order Form and Wholesale Lead Capture.

RugbyExplorer API Integration Plugin

Source code: https://github.com/jethrolanda/rugbyexplorer-api

- Imports data from RugbyExplorer into Sportspress Events using Graphql API.
- Properly map data into event CPT and meta data
- Create custom shortcodes for displaying data.
- Admin settings for adding teams and leagues to import, manual import button and other settings

USA Gas Prices History Plugin

Source code: https://github.com/jethrolanda/usa-gas-prices

- Fetches and displays historical US gas price data via third-party REST API.
- Save the data in the server for caching
- Perform WP Cron request every monday to get updated data
- Add an interactive frontend USA map. Show gas prices for every state on click.
- Create custom shortcodes and blocks for displaying data.

Fuel Savings Calculator Plugin

Source Code: https://github.com/jethrolanda/fuel-savings-calculator-slider

- Calculate saved fuel
- Generate PDF and option to send the report via modal form
- WP Admin settings for storing email data and the report pdf. Display in a table with the option to delete or view. Option to export data.

AI Match Writer Plugin

Source Code: https://github.com/jethrolanda/ai-match-writer

- WordPress plugin that uses Open AI API to auto-generate match preview and result posts for Sportspress events.
- WP admin settings for adding API key, models and prompt.

EDUCATION

Bachelor of Science in Information Technology — **Silliman University |** Dumaguete, PH | 2008 – 2012