

EDVIN DOLLANI

Web Developer | SEO & Automation Specialist

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PROFESSIONAL SUMMARY

Results-driven Web Developer with 5+ years of experience building, optimizing, and automating digital platforms across e-commerce, SaaS, and service industries. Skilled in full-stack development, WordPress and Shopify ecosystems, technical SEO, and workflow automation with n8n. Proven track record of delivering measurable performance improvements, leading development teams, and owning full project lifecycles from planning through deployment.

CORE SKILLS

Development: PHP, JavaScript, HTML5, CSS3

CMS & E-Commerce: WordPress, Shopify, WooCommerce, Elementor, Beaver Builder

SEO & Performance: Technical SEO, Core Web Vitals, PageSpeed Optimization, Ahrefs, Google Search Console, Google Analytics

Automation & Integration: n8n, API Integration, CRM Systems, Payment Gateway Integration

Infrastructure & Databases: Server Administration, DNS, Hosting, Security, MySQL, phpMyAdmin

Tools & Design: PHPStorm, VS Code, Git/GitHub, Figma, Adobe XD, Canva, Cloudflare, WP Rocket

PROFESSIONAL EXPERIENCE

Web Developer & Automation Specialist — Xpert Marketing Pro

August 2026 – Present

- Design and develop a wide range of websites, from standard business sites to custom, fully interactive 3D web experiences.
- Build and deploy end-to-end automation workflows using n8n to streamline internal operations and client processes, reducing manual work and turnaround time.

Technical Operations – WordPress Development & SEO — Bia Box

July 2026 – Present

- Develop and maintain client websites on WordPress, ensuring performance, security, and SEO best practices.
- Perform quality assurance on other developers' work to maintain consistency and code quality before release.
- Manage migrations of completed work — both personal and team-based — from staging environments to live production sites.

Lead Developer — Globus (AluGlobus Fence & Globus Gates)

March 2025 – Present

- Oversee all digital operations for two brands, covering full-stack development, hosting, DNS, and security.
- Improved website PageSpeed score from 43 to 99 (desktop) and 93 (mobile), boosting SEO performance and user experience.
- Built and launched the AluGlobus mobile app on the iOS App Store, with Android release in progress.
- Deployed n8n automation workflows that reduced manual workload and increased operational efficiency.
- Built and maintain full e-commerce platforms, including backend logic, frontend UI, and payment integrations.
- Implemented SEO strategies using Ahrefs and Google Analytics to track performance, optimize content, and grow organic traffic.
- Managed Google Merchant Center and product feeds for optimized Shopify and WooCommerce listings.
- Conducted keyword research, competitor analysis, and backlink monitoring to improve SERP rankings and conversion rates.
- Optimized Shopify stores with SEO-friendly structures, custom apps, and performance enhancements that improved user experience and sales.

WordPress Developer / Webmaster — Sherocommerce

February 2025 – June 2025

- Built, customized, and maintained WordPress websites with a focus on performance, SEO, and user experience.

- Collaborated with cross-functional teams to deliver features aligned with client goals and project timelines.
- Diagnosed and resolved technical issues across websites, ensuring stability, speed, and security.
- Performed SEO audits and keyword optimization using Ahrefs and Google Analytics to improve search rankings and organic traffic.
- Implemented performance enhancements across client sites.

PHP / JavaScript Developer — Deepser

June 2023 – February 2025

- Configured and customized Deepser platform modules using PHP and JavaScript to support ITSM, CRM, and workflow automation.
- Built and optimized automated workflows, dashboards, and reporting tools to improve operational efficiency and KPI tracking.
- Developed and maintained docs.deepser.com, ensuring clear documentation and a seamless user experience.
- Integrated CRM modules and custom processes to enhance customer lifecycle management.
- Collaborated with product and QA teams to test features, refine UX, and ensure platform stability.

Technical Support & Consulting Roles — TalentBridge

October 2021 – June 2023

Technical Support Specialist – JOCO E-bikes

- Provided technical support and maintenance for the JOCO eBike fleet in NYC, ensuring operational reliability.
- Delivered timely troubleshooting solutions, improving customer satisfaction and minimizing downtime.

FHS Consultant – Medicaid Services

- Guided clients through Medicaid eligibility, enrollment, and program navigation.
- Managed Medicaid billing and claims, verifying accuracy and resolving discrepancies to ensure proper reimbursement.

EDUCATION

MSc, Business Information & Technology — Canadian Institute of Technology

2022 – 2024

BSc, Economics Engineering — Polytechnic University of Tirana

2018 – 2021

LANGUAGES

English — Fluent (C2) Albanian — Native