

Clemente Rebella

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PROFESSIONAL SUMMARY

Frontend and WordPress Developer with a strong background in building responsive websites, landing pages and user-focused digital experiences for agencies, businesses and clients across Australia and Argentina. Skilled in HTML, CSS, JavaScript, PHP, WordPress, UX design, CMS management and website optimisation.

Currently working at Mader in Fixed Plant Maintenance, with hands-on experience in site operations, safety procedures and team-based environments. Also supporting Secure Temp Fencing Perth in Business Development & Digital Operations, managing website content, digital presence, client outreach and lead generation. Reliable, adaptable and easy to work with, with strong communication skills, attention to detail and a practical problem-solving mindset.

RELEVANT WORK EXPERIENCE

Secure Temp Fencing Perth | Perth, WA

Nov 2025 – Now

Business Development & Digital Operations

- Researched and qualified new business opportunities to support company growth.
- Built and maintained a structured client pipeline using online research and lead generation methods.
- Managed website content and digital assets to keep online information accurate and up to date.
- Coordinated LinkedIn outreach and client communication to generate new business opportunities.
- Supported digital marketing initiatives through market research, content updates and digital lead generation.

Freelance | Perth, WA

Jan 2020 – Nov 2025

Frontend & WordPress Developer

- Designed and developed custom WordPress websites for Australian businesses.
- Built responsive frontend interfaces using HTML, CSS, JavaScript and PHP.
- Optimised website speed, SEO, usability and accessibility.
- Implemented contact forms, integrations, CMS functionality and content updates.
- Managed projects independently from planning and design through development, launch and support.

Aaron Sansoni Group | Melbourne, VIC

Jan 2020 – Jul 2023

Frontend Web Developer

- Developed responsive landing pages and custom websites to support marketing campaigns.
- Converted designs into clean, responsive web pages using HTML, CSS, JavaScript and PHP.
- Maintained and improved multiple WordPress websites.
- Worked closely with marketers and designers to support campaign goals.
- Improved website performance, usability and user experience.

AppGenie Australia | Melbourne, VIC

Apr 2020 – Mar 2021

Frontend Web Developer

- Developed custom websites using HTML, CSS, JavaScript and PHP.
- Designed and built responsive WordPress websites tailored to client requirements.
- Converted UI designs into responsive and user-friendly web pages.
- Collaborated with designers and developers to deliver high-quality digital solutions.

- Contributed to web projects integrated with Salesforce solutions.

J. Walter Thompson Worldwide | Buenos Aires, Argentina

Aug 2016 – Nov 2019

Web Developer & Digital Production Lead

- Developed responsive websites and landing pages for large marketing campaigns.
- Built HTML email templates and digital campaign assets.
- Collaborated with UX designers, creatives, developers and marketing teams.
- Implemented website improvements, updates and bug fixes.
- Delivered digital campaigns for Telecom Argentina, one of Argentina's largest telecommunications companies.

OPQAM Game Studio | Buenos Aires, Argentina

Jan 2015 – Aug 2016

Web Developer

- Developed responsive user interfaces using HTML5, CSS3 and JavaScript.
- Converted UI designs into functional web pages.
- Collaborated with developers to implement new features and improvements.
- Maintained and improved existing frontend components.
- Ensured compatibility across browsers and devices.

Internet URL | Buenos Aires, Argentina

Jan 2014 – Aug 2016

Web Developer

- Developed responsive websites using PHP, MySQL, HTML5, CSS3 and JavaScript.
- Built and customised CMS platforms including WordPress, Drupal and Joomla.
- Created landing pages for marketing campaigns and lead generation.
- Managed databases and implemented backend functionality.
- Worked closely with clients to deliver tailored digital solutions.

EDUCATION

National Institute of Technology, Perth, Aus

2024

Diploma of Information Technology (Cyber Security)

Digital House, Buenos Aires, Arg

2019

Certification – Ux Design

Escuela Da Vinci, Buenos Aires, ARG

2018

IT Bachelor's Degree – Development and Web Design

SKILLS

Web Development: HTML, CSS, JavaScript, PHP, MySQL, WordPress, Shopify, responsive web design

WordPress & CMS: Elementor, WPBakery, Divi, CMS management, website maintenance

SEO & Performance: Website optimisation, technical SEO, Google Search Console

Design & UX: Figma, Sketch, Photoshop, Illustrator, Adobe XD, After Effects, UX/UI design

IT & Networking: Cisco Packet Tracer, Cisco IOS fundamentals, TCP/IP, subnetting, VLANs, routing and switching, DHCP, DNS, OSPF, EIGRP, ACLs, SSH, network troubleshooting

Tools: Microsoft 365, Asana, Jira

Languages: Spanish (Native), English (Full Professional Proficiency)

CERTIFICATIONS & PROFESSIONAL ASSESSMENT

Australian Computer Society (ACS)

Skills Assessment – Web Developer (ANZSCO 261212)

2025

REFERENCES

References available upon request