

DAYTONA WILLIAMS

ELEMENTOR AND WORDPRESS DESIGNER DEVELOPER

Massachusetts | Remote United States | Portfolio daytona-w.com

PROFESSIONAL SUMMARY

WordPress and Elementor designer developer with more than five years of experience creating, launching, and maintaining websites for businesses, professional practices, nonprofits, and ministries. Combines strong visual design with responsive development, WordPress administration, HTML and CSS, quality assurance, and clear client communication.

CORE QUALIFICATIONS

WordPress • Elementor and Elementor Pro • Responsive Web Design • HTML and CSS • Themes and Plugins • Basic PHP Troubleshooting • Mobile Optimization • Performance and Security • SEO Best Practices • Maintenance and Migrations • DNS and SSL • Accessibility and Usability

PROFESSIONAL EXPERIENCE

Freelance WordPress and Elementor Designer Developer | Self Employed | Springfield Massachusetts | Current

- Design and develop custom WordPress websites with Elementor and Elementor Pro, translating client goals and brand direction into polished, intuitive digital experiences.
- Create responsive layouts for desktop, tablet, and mobile, with careful attention to typography, spacing, navigation, usability, accessibility, and conversion paths.
- Customize websites with HTML and CSS; diagnose theme, plugin, styling, form, and layout issues and perform basic PHP troubleshooting when required.
- Manage hosting, domains, DNS, SSL certificates, business email, backups, security, performance optimization, and website migrations across multiple client accounts.

WordPress Developer and Designer | Digital Solutions Architect | PMR Pain Management and Rehabilitation |

Springfield Massachusetts | 2022 to Present

- Develop and maintain the organization's WordPress website while designing digital solutions that improve internal workflows, information management, and day-to-day operations.

WordPress Developer and Designer | Digital Solutions Architect | Pioneer Chiropractic | Springfield Massachusetts |

2022 to Present

- Develop and maintain the practice's WordPress website and create practical digital solutions that support communication, organization, and operational efficiency.

Freelance Contract WordPress Developer and Designer | Peter Parker Creative | Remote | 2022 to 2025

- Provided contract WordPress design and development support for client website projects in collaboration with a creative agency.

Contract WordPress Developer and Designer | Affinity for Design | Remote | 2023

- Completed contract WordPress design and development work for agency client projects.

EDUCATION AND CONTINUING EDUCATION

Western New England University | Bachelor's Degree **University of Massachusetts Lowell** | Computer Science Studies

Udemy | Continuing Education