

Erick Castillo

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OBJECTIVE

Seeking a web development role where my strong analytical skills, attention to detail, bilingual proficiency (English and Spanish), and over 10 years of customer service and over 5 years of hands-on IT experience will drive innovative solutions and contribute to the organization's success.

WORK EXPERIENCE

Entravision – McAllen, Texas

Full Stack Developer | March 2025 – Present

- Web & Server Management: Manage Linux servers, AWS infrastructure, and S3 buckets to maintain and optimize multiple news and radio station websites and domains, including Univision Noticias and Fox RGV News.
- Website Development & Optimization: Overhauled news websites with a new, faster, and cleaner layout, resulting in significant improvements in performance and user experience.
- WordPress Development: Build and maintain custom WordPress plugins to improve usability, streamline workflows, and enhance portability across sites.
- Advanced Media Integration: Developed a custom AJAX-powered Media Player for radio stations that continues playing seamlessly while users navigate the site.
- Live Streaming Innovation: Currently developing a Live Stream Plugin that automatically detects live broadcasts, records sessions, and transitions to playback mode immediately after the broadcast ends.

City of Pharr – Pharr, Texas

Web Developer | November 2023 – March 2025

- Developed and deployed a full-stack web application using React and Node.js with a SQL Server database, enabling real-time tracking of fiber customer data and improving operational efficiency.
- Migrated all city websites to a cloud-based VPS, optimizing performance by transitioning from Elementor to Divi Builder, significantly improving load times and reliability.
- Designed and developed key websites such as TeamPharr.net and the Avocado Festival site, increasing public engagement through modern designs and enhanced usability.
- Automated workflows using Microsoft Power Automate, generating daily reports and reducing manual tasks for event registration and data management.
- Collaborated with city departments to ensure timely content updates, compliance, and optimized SEO using tools like Google Analytics and Rank Math, increasing site traffic by 30%.
- Managed SharePoint intranet operations, implementing best practices and automating document workflows, reducing processing time by 30%.

Ericks Webs Design – McAllen, Texas

Web Developer | May 2020 – Present

- Developed and maintained over 15+ custom websites for diverse industries, improving online presence and engagement by 50%.
- Built WordPress-based websites using custom themes and plugins, ensuring SEO optimization and responsive designs.
- Implemented Google Analytics and SEO best practices, leading to a 50% increase in client site traffic.
- Managed MySQL databases, server configurations, and optimized hosting environments for speed and security.
- Integrated e-commerce solutions and payment gateways, streamlining online transactions for small businesses.
- Designed and executed marketing strategies that increase client retention, with 80% of clients returning for additional services.
- Worked with HTML, CSS, JavaScript, PHP, and React, improving user experience and performance.

PROJECTS

Custom Applications Development | City of Pharr

- Expense Reporting App: Automated the creation of management reports, significantly reducing manual effort

and saving time for leadership.

- Media Destruction Submission App: Designed a secure app for tracking and reporting media destruction, ensuring compliance and enhancing data security.
- KPI Process Improvement System: Built a custom PowerApp to track department performance metrics, enabling data-driven decision-making. Replaced the ClearPoint System with a custom PowerApp tailored to the city's specific needs, saving the city money by eliminating third-party licensing fees.
- Workorder Management Systems: Developed multiple PowerApps for IT, Parks and Recreation, Media, Special Events, and Communications departments, enhancing task assignment and tracking processes.
- Employee Check-In Database: Created a PowerApp with automated prize generation to improve employee engagement during events.
- Developed a custom Device Inventory and Software Application Tracker, allowing the city to monitor devices, user assignments, and registered software licenses efficiently.

Custom Wordpress Development | Ericks Webs Design

- Developed custom WordPress themes and plugins, integrating PHP-based functionality for small businesses.
- Optimized website performance and SEO, improving page load times and increasing organic search traffic.
- Implemented Google Ad Manager and tracking pixels to enhance advertising revenue and audience insights.
- Developed e-commerce sites using WooCommerce and custom payment gateway integrations.
- Designed and launched websites for Table Linen and More, Rio Wireless, Compras Con Anita, and Jabali The Biker Store, enhancing online visibility and branding for small businesses.

SKILLS

- **Programming Languages:** React, Node.js, JavaScript, HTML, CSS, Python, PowerShell, SQL, C++
- **Web Development:** WordPress, Divi Builder, Elementor, React, Bootstrap, Custom WordPress Plugin Development, Responsive Design, Figma
- **Database Experience:** SQL Server, MySQL, Database Optimization, KPI Tracking Systems
- **Cloud & Hosting:** Bluehost VPS, Cloud Migrations, SharePoint Integration, Workflow Automation
- **Other Proficiencies:** GitHub, Google Analytics, SEO, Microsoft Power Automate, PowerApps
- **Help Desk Tools:** ManageEngine, Remote Desktop, SysAid, Bomgar, Zendesk, Jira, Gateway, Scope

EDUCATION

South Texas College – McAllen, Texas

Bachelor of Science in Computer and Information Technologies (Exp Graduation: Dec 2025) / GPA: 3.35 / 4.0

South Texas College – McAllen, Texas

Associate of Science in Computer Science (January 2023 – May 2024) / GPA: 3.35 / 4.0