

Ada (hache) Cervera

WEB PLATFORM, INFRASTRUCTURE & SECURITY SPECIALIST

WordPress · E-commerce · Performance · Technical SEO

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> **Dear recruiter:** you probably have plenty more CVs to get through, so I have tried to make mine easy to read.

I keep websites running, from the server to the search results: hosting, DNS, security and performance.

20+	4	Remote	3
websites worked on	different CMS platforms	or hybrid if it is in Valencia	languages, English fluent

- **Infrastructure & hosting** — DNS, Cloudflare, SSL, backups and migrations, on cPanel, Plesk and SSH. I run my own Linux server with Docker and Nginx.
- **Security** — Security headers, TLS certificates and Cloudflare WAF rules.
- **Performance & technical SEO** — Core Web Vitals, crawl audits with Screaming Frog and Ahrefs, and structured data.
- **R&D and tools** — Internal tools that take repetitive work off the team, open-source tools, and my own research, open to the public.

LATEST ROLE

Web Platform & WordPress Specialist Neurona Digital SL

- 15+ websites across four different CMS platforms, WordPress and e-commerce.
- Multilingual sites with WPML and hreflang: Spanish, Valencian, English and more.
- Process optimization and internal tools for the team.

MAIN STACK

WordPress · WooCommerce · WPML · Shopify · PrestaShop · cPanel · Plesk · SSH · MySQL · Cloudflare · Docker · GA4 · Search Console

In years of experience I am not senior yet. I make up for it by learning: part of what is on this CV I taught myself, and I use it every day.

PAGE 1 OF 2

If this already fits, all the detail is on the next page.

Ada (hache) Cervera

Web Platform, Infrastructure & Security Specialist

> **I like solving problems, whether that's a client's web ecosystem or a bouldering wall.**
>
> I have worked on 20+ websites across WordPress, Shopify, Wix and PrestaShop: hosting, DNS, Cloudflare, SSL, backups, migrations, performance and multilingual sites. I troubleshoot layer by layer, from DNS to database, and look after security headers and cache strategy. Also SEO, GEO and AEO. I started in marketing and design and moved to the technical side; I run my own home server and publish open research on websites.

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Remote from anywhere, or hybrid if the office is in Valencia. I travel when the role needs it, about once a month.

EXPERIENCE

NOV 2024 – SEP 2026

Web Platform & WordPress Specialist

Neurona Digital SL, Valencia

- 15+ websites across four different CMS platforms (WordPress, Shopify, Wix and PrestaShop): hosting, DNS, Cloudflare, SSL, backups, migrations and daily troubleshooting, on cPanel, Plesk and SSH.
- Multilingual multi-site operations with WPML and hreflang in Spanish, Valencian, English and more.
- Technical audits with Screaming Frog, SE Ranking and Ahrefs: crawl health, Core Web Vitals, redirects and canonicals.
- Security headers (CSP, HSTS and others) and cache strategy; issues isolated layer by layer, from DNS to database (MySQL, phpMyAdmin).
- GA4 and GTM set up from scratch with conversion goals; Search Console monitoring and structured data validation.
- Process optimization and internal tools that take repetitive work off the team.

JUN 2024 – JUN 2025

Marketing Strategy & Sponsorships

Jump Yard Valencia

- Coordinated the brand's Valencia opening day: €7,000 in revenue, 56% above the previous store record (€4,500 in Bilbao).
- Grew Instagram following by 30k+ around the launch, plus sponsorships and collaborations with major brands (confidential).

PROJECTS & RESEARCH

yogurTLS

TLS certificate checker that runs on the server itself: it tells you whether auto-renewal is set up and whether a renewed certificate was never loaded, which online checkers cannot see. Open source.

Research

My own studies with public data on website speed, accessibility, security and AI search, with open data.

Homelab

My own Linux server (Ubuntu Server): 15+ services in Docker with automatic restarts, Nginx as reverse proxy behind Cloudflare Tunnel, private access over Tailscale, MySQL, PostgreSQL and Redis, monitoring with Uptime Kuma and healthchecks.io, and GPG-encrypted backups on cron. It hosts a niche WordPress site.

SKILLS

INFRA & HOSTING	Hosting management, cPanel, Plesk, SSH, DNS, Cloudflare, SSL certificates, Backups, Site migrations, Web security, Technical troubleshooting, Linux (Ubuntu Server), Docker, Nginx, Cloudflare Tunnel, Tailscale, cron
DATABASES	MySQL, phpMyAdmin, PostgreSQL, Redis
WEB	WordPress, Elementor Pro, Astra Pro, WPML, WooCommerce, Shopify, Wix, PrestaShop
CODE	HTML, CSS, PHP (child themes, hooks), Python (basic scripting), Bash (basic), Git
SECURITY & PERFORMANCE	Security headers, TLS / HTTPS, Cloudflare WAF rules, Cache strategy, Core Web Vitals, PageSpeed / Lighthouse, CSS & asset optimization
ANALYTICS & SEO	SE Ranking, GA4, GTM, GSC, Screaming Frog, Ahrefs, Semrush, Web accessibility
PM & AI	ClickUp, Asana, Figma, AI automation, Process optimization, Internal tools, Async workflows

EDUCATION, LANGUAGES & CERTIFICATIONS

EDUCATION	Master's in Digital Marketing & Big Data, Universidad Europea de Valencia. Bachelor of Arts, Graphic Design, Teesside University / Prague College. BTEC Level 5 HND, Art & Design, Pearson BTEC / ESAT, Valencia.
LANGUAGES	Spanish (native) · Valencian (native) · English: Cambridge B2 on paper; fluent in practice: a year living in Prague speaking English every day, and work with English-speaking clients.
CERTIFICATIONS	Ahrefs Certification, 2026. Google Analytics (GA4), 2025. Cambridge B2 First (FCE), 2019.