

# DEIVIDAS GECAS






WEB DEVELOPER | SEO SPECIALIST | AI-ASSISTED DEVELOPER



## SUMMARY

Bilingual Web Developer & SEO Specialist with 7+ years of experience across freelance and in-house roles. Experienced in designing custom WordPress websites, integrating a wide range of plugins, and implementing clean, standards-based HTML/CSS when needed. Highly experienced in both on-page and off-page SEO. Comfortable solving technical issues independently and collaborating within cross-functional teams. Proficient at using AI tools to generate, refactor, and review code, accelerating delivery while maintaining quality. Conceived and led Digital Services as a portfolio-driven initiative, delivering websites and e-commerce stores for small and mid-sized businesses to rapidly gain hands-on experience and build a strong portfolio background.

## CONTACT

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-  Website  
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-  Portfolio  
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## EDUCATION

BACHELOR:  
UNDERGRADUATE  
ACADEMIC QUALIFICATION  
OF APPLIED INFORMATICS  
AND WEB DEVELOPMENT  
Lithuanian Business College,  
2015 – 2018

## EMPLOYMENT HISTORY

FOUNDER | WEB DEVELOPER | SEO SPECIALIST | AI-ASSISTED DEVELOPER  
Digital Services, 2023 – 2025

- Conceived and led Digital Services as a portfolio-driven initiative, delivering websites and e-commerce stores for small and mid-sized businesses to rapidly gain hands-on experience and build a strong body of work.

FREELANCER SEO SPECIALIST  
Gorilos, UAB, 2022 – 2023

- Delivered high-performing WordPress builds and enhancements for multiple clients.
- Drove technical/on-page SEO (titles, meta, schema, internal links) and content prep.
- Shipped SEO-driven UI/UX updates that increased engagement and conversions.
- Improved speed/Core Web Vitals through image, asset, and caching/CDN optimization.
- Tracked results with GA/GA4 & Search Console and iterated based on insights.

WEB DEVELOPER | SEO SPECIALIST  
Cherry TEAM, UAB, 2020 – 2023

- Created a variety of WordPress sites for new clients.
- Fixed issues on existing websites and added changes that dramatically increased online functionality and speed.
- Used best practices to optimize content, webpages, and other digital assets for SEO.
- Created and executed SEO-friendly UI/UX designs to increase website usability and conversions.
- Prepared SEO content for posting using a specified process.
- Worked on countless projects where I was responsible for setting up suitable title tags, managing metadata, optimizing images and pages to reduce site load times.

SKILLS & TOOLS

Web Development

- WordPress (themes, plugins, child themes), WooCommerce
- HTML, CSS
- Site troubleshooting, bug fixing, migrations
- Page builder: Elementor Pro
- ChatGPT for code acceleration, QA, content/SEO prep, and workflow automation

SEO (Technical & On-Page)

- Title tags & meta descriptions; Open Graph/Twitter Cards
- Schemes, internal linking, back linking
- Sitemaps & robots.txt, crawlability/indexability fixes
- On-page optimization (headings, content structure, keywords)
- Google drive stacking
- Proximity Targeting
- Email marketing with Brevo

Performance & Core Web Vitals

- Image optimization (compression, next-gen formats, responsive, lazy load)
- Asset optimization (minify, defer/async), remove render-blocking resources
- Caching strategies (plugin/server) & CDN configuration
- Auditing with Lighthouse & PageSpeed Insights

Analytics & Reporting

- Google Analytics / GA4, Google Search Console configuration

UI/UX

- SEO-informed UI/UX improvements, information architecture, navigation
- Accessibility-minded adjustments (semantics, alt text), conversion testing

Design, Media & Collaboration Tools

- Adobe Photoshop, Canva, CapCut, Sony Vegas Pro
- ClickUp (task management), Discord / Google Meets (comms), Google Sheets (ops/reporting/analysis/statistics)

SOLDIER OF PERMANENT COMPULSORY INITIAL MILITARY SERVICE  
Battalion of the Grand Duchy of Lithuania Butigeidis Dragoons, 2019 – 2020

- Acquired basic military knowledge and skills.
- Trained in military tactics, engineering, topography, formation, communications and medicine.
- Familiarized with weapons and communication equipment.

WEB DEVELOPER | VIDEO EDITOR  
Laumina, UAB, 2018 – 2019

- Created and designed user-friendly websites for prospective customers.
- Optimized websites for maximum page speed load.
- Worked with designers and back-end developers to ensure the smooth integration of certain plugins.
- Edited videos for YouTube channel Kitsy, which is an educational TV programme for children and parents.

REFERENCES

TOMAS PLIKAITIS

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