# R E S U M E

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##### CAREER HIGHLIGHTS

* Over 15 years of professional experience in web & new media interface design.
* 18 year professional experience in creative marketing materials development.
* Extensive knowledge and capability in handling the following technologies & software: HTML,CSS, Bootstrap, CMS Theme development (WordPress & Joomla), Adobe Graphic Suite (Dreamweaver, Flash, Photoshop, Illustrator and InDesign), Corel Suite, and as well Microsoft Office (PowerPoint, Word and Excel)
* Advance skills in executing front-end-dynamic web pages using JavaScript, jQuery and DHTML.
* Search Engine Marketing: Search Engine Optimization, Link Popularity Building, Keyword strategy and Pay per-click campaign landing page optimization.
* Knowledge for incorporating front-end coding for web applications using PHP and ASP.
* Website performance monitoring and analysis using web analytics (e.g. Google Analytics, AWstats)

 **PROFESSIONAL EXPERIENCE**

**Front-End Web Marketing and Design Specialist
*Carswell, a Thomson Reuters business*July 2015 – Present (10 months)**

**Key Roles and Accomplishments:**

* **Responsible for designing and building frontend web pages, features and content for our Marketing and eCommerce web properties using an in-house content management system (CMS).**
* **Web design (including graphics creation and editing, HTML markup and clientside scripting)**
* **Manage enhancement projects (including designing interfaces according to brand and usability), and coordinating web marketing initiatives that result in new revenue, site visits and business growth.**
* Search Engine Optimize websites and provide keyword research and targeting recommendation to content managers.
* Generate monthly and quarterly website traffic & performance reports using consolidated data from Google Analytics.
* Redesigned & execute front-end coding of the Carswell Learning Centre: <http://www.carswell.com/learning/>

### Websites managed at Carswell:

[westlawnextcanada.com](http://www.westlawnextcanada.com) | [carswell.com](http://www.carswell.com/) | [gettaxnetpro.com](http://www.gettaxnetpro.com/) | [lawyermarketingcanada.com](http://lawyermarketingcanada.com/) | [carswelllegalsolutions.com](http://www.carswelllegalsolutions.com/) | [editionsyvonblais.com](http://www.editionsyvonblais.com)

**Web Graphic Designer
*Fulcrum Media Inc., Toronto, ON****,* ***Canada***March 7, 2010 to June 2015

**Key Roles and Accomplishments:**

* Converted all static HTML websites into Joomla and eventually WordPress for a more efficient website content update and maintenance process.
* Create/customize WordPress themes using HTML, CSS with JavaScript and JQuery interactive UI elements.
* Designed, developed and maintained microsites & landing pages using HTML, CSS, PHP and WordPress.
* Provide maintenance support and regular quality check of existing websites; update codes with the necessary HTML5, CSS3 & Bootstrap to make websites more mobile friendly.
* Search Engine Optimize websites and provide keyword research and targeting recommendation to content managers.
* Generate monthly and quarterly website traffic & performance reports using consolidated data from Google Analytics and AW Stats.
* Create social media engagement reports using stats from YouTube, Vimeo, Facebook and other social networks, providing insights and recommendations for a more effective campaign.
* Create web banner ads using Adobe Photoshop, Flash and Illustrator.
* Conceptualize, design and execute logos and other print/digital marketing collaterals using Adobe Photoshop and InDesign.
* Support marketing & sales presentation by creating engaging PowerPoint presentations.

**Awards and Recognitions:**

* 4 time nominated and awarded employee of the quarter

### Sample Fulcrum websites:

[eat-vancouver.com](http://eat-vancouver.com/) | [flavoursworld.ca](http://flavoursworld.ca/) | [ccentral.ca](http://ccentral.ca)  | [foodbiz.ca](http://foodbiz.ca) | [Pharmacyu.ca](http://pharmacyu.ca/) | [convenienceu.ca](http://convenienceu.ca) | [drinksshow.ca](http://drinksshow.ca) | [salondec.com](http://drinksshow.ca) | [coffeeteashow.ca](https://coffeeteashow.ca) | [gcm-wordpress.gcm.ryerson.ca](http://gcm-wordpress.gcm.ryerson.ca/) | [www.regitan.com](http://www.regitan.com)

### Creative Director NexC Inc.June 2008 to February 2009 and from September 2009 to February 2010

**Key Roles and Accomplishments:**

* Conceptualized, developed and oversaw execution of design for online and print materials for both internal and external client use.
* Led a team of 3 web designers and established processes for a more efficient and effective workflow
* Supported the marketing and sales team through the development of web collateral, research and lead- generation through the corporate website & portfolio build up.

 **Creative Director**
***Izone Technologies Philippines***

February to June, 2009

 **Key Roles and Accomplishments:**

* Designed and developed landing pages for the company’s Pay-per-Click campaigns.
* Created new PHP & CSS based templates and established standard processes for launching and maintaining new websites to increase productivity.
* Managed the daily maintenance and work flow of projects, including creation of production schedules and status reporting and provide effective direction.
* Led a team composed of Web Designers, Web developers and Copy Writers.

 **Web Designer/ Flash Developer**

***JDW Technologies, Singapore***October to November 2007; February-March 2008

**Key Roles and Accomplishments:**

* Designed and produced final artwork for the Gulf Petrochemicals & Chemicals Directory (GPCD) and Chemical Cluster of Singapore Directory using Adobe InDesign, Photoshop and Corel Draw.
* Created the GPCD directory website using HTML, CSS and Flash.

**Website Traffic and Conversion Team Lead**

**DirectwithHotels Ltd.**

January 2006 to May 2008

**Key Roles and Accomplishments:**

* Created new PHP & CSS based templates and established standard processes for launching and maintaining new hotel websites the quickest and 100 bug free.
* Developed the strategies and led initiatives improving search engine ranking and link popularity to increase website traffic and online reservation.
* Conceptualized user experience and designed user interfaces for DirectwithHotels’ reservation system and hotels portal website.
* Conducted user acceptance testing for DirectwithHotels hotel reservation system.
* Documented standards and processes as well as conducted regular quality check of hotel websites to ensure adherence to standards and alignment with best practice for design & usability across all sites

 **Web Designer**[**Zimplizity Solutions**](https://www.xing.com/companies/ZIMPLIZITYSOLUTIONS?keyword=Zimplizity%20Solutions)September 2004 to December 2005

**Key Roles and Accomplishments:**

* Developed the HTML and CSS front end webpages for integration with Citibank Online Philippines.
* Designed and developed the admin and user interfaces of the **EU-Philippines Common Quality Language (ComQuaL) eLearning** web application by identifying the functional requirements based on the business goals, identifying the different user scenarios, creating the necessary wire-frames and design mockups.
* Developed design paraphernalia for the Company and its clients. (Company logos, posters, banner ads, websites)

**Lead Web and Flash Developer**

**EmergentAsia Inc.**,

December 2000 – August 2004

**Key Roles and Accomplishments:**

* Designed and maintained major client websites such as [APEC Business Advisory Council](https://www.abaconline.org/) & [Pacific Economic Cooperation Council](http://www.pecc.org/)
* Created websites using HTML, PHP and ASP; determine standards and style for design and incorporating graphic user interface features and other multimedia techniques.
* Developed design paraphernalia for the Company, templates and its subsidiaries. (Company logos, posters, banner ads, websites) using adobe Photoshop, Corel Draw and InDesign.
* Supervised a team of 4 web designers & 2 developers.

**Web Designer, *Designet Philippines* -** June to December 2000
**Web Designer, *Global Sources* -** April to June 2000
**Web Designer, *Titanium Technologies Inc.* -** January to March 2000

## Creative Specialist[National](http://www.iapad.org/pa/about_nipap.htm) Integrated Protected Areas ProgrammeMarch 1998 to December 1999

 **Key Roles & Accomplishments:**

* Illustrated instructional images for training manuals & other materials
* Designed, created and conducted pre-testing of Information Education Materials.
* Executed print & presentation Materials for mass production (e.g. Annual Reports, Posters, Manuals, Newsletter, Brochures, exhibit materials, presentations) using Aldus PageMaker, Corel Draw and Adobe Photoshop.
* Supervised successful production of IEC materials off the press.

**Production Officer**
**Helen Keller International**
June 1992 to March 1998

 **Key Roles & Accomplishments:**

* Illustrated instructional manuals for training and workshop materials
* Conducted pre-testing of Information Education Communications (IEC) Materials.
* Designed and executed print materials for mass production (e.g. Annual Reports, Posters, Manuals, Newsletter, Brochures, exhibit materials, presentations) using Aldus PageMaker, Corel Draw and Adobe Photoshop.
* Supervised successful mass production of print materials.
* Facilitated community workshops, trainings and seminars
* Functioned as the official photographer for publication & events

#### EDUCATIONAL BACKGROUND

**Bachelor’s Degree in Fine Arts, Major in Visual Communications**

UNIVERSITY OF THE PHILIPPINES COLLEGE OF FINE ARTS (1995)

**Awards and Recognition:**

* **Most Comprehensive Thesis**: “ Preventing Hidden Hunger: Micronutrient Malnutrition Awareness and Prevention Campaign”
* **Best Point of Purchase Materials:** Burger Machine Plus Advertising Campaign Thesis.