

Chet Manalo

Director of Advertising Services

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SKILLS

Frontend

- HTML
- CSS
- SCSS
- TailwindCSS
- JavaScript
- TypeScript
- React

Backend & Databases

- Node.js
- Express
- MongoDB
- Mongoose
- SQL

Tools & Other

- Git
- Docker
- VS Code
- Postman
- Jest
- Figma
- WordPress

EXPERIENCE

Director Of Advertising Services

April 2025 - Present

Expansion Support Services- Clearwater, FL

- Manage and optimize SEO strategies for multiple client WordPress websites, improving organic visibility, keyword rankings, and overall site traffic.
- Conduct keyword research, content optimization, and technical SEO audits to enhance site performance and search engine compliance.
- Develop and monitor Google Ads campaigns (Search, Display, and Performance Max), focusing on ROI, CTR, and conversion rate optimization.
- Analyze campaign performance through Google Analytics, Search Console, and Ads Manager, providing actionable insights and monthly reports to clients.

Wordpress Developer

May 2023 - September 2023

Resilience Inc.- REMOTE

- Created and updated WordPress pages to meet design and functionality requirements.
- Facilitated in maintaining and improving website layouts, responsiveness, and performance.
- Troubleshoot and fixed website errors, broken links, and formatting issues to ensure smooth user experience.
- Gained hands-on experience with page builders, theme customization, and basic front-end editing (HTML/CSS).

PROJECT LIST

BrandOne Storage Services

October 2025 - Present

- Built an SEO optimized business website based on clients requested designs using WordPress.

Veteran Pride Hauling & Junk Removal

September 2024 - Present

- Took over management of client's website and SEO campaign resulting in more visibility online and leads.

EDUCATION

Bachelor of Science in Web Design & Development (B.S.)

October 2025

Full Sail University, Winter Park FL

GPA ; 4.0.

Web Development, AS Cgpa:

July 2023

St. Petersburg College, REMOTE

GPA : 3.76.