

Gerry L. Mangubat Jr.

Web Designer/Web Developer



Contact

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Core Competencies & Tools:

Web Design & Development:

- Languages & Frameworks:** HTML, CSS, PHP, JavaScript, Bootstrap, jQuery
- CMS Platforms:** WordPress, Shopify, WooCommerce, PhoneSites, Webflow, ClickFunnels, Wix, Kites.io
- Page Builders:** Elementor Pro, Divi, WP Bakery, Gutenberg, Beaver Builder
- SEO & Analytics:** Yoast SEO, RankMath, SmartCrawl, Ahrefs, Google Analytics, Screaming Frog
- Hosting & Security:** WPMUDEV, WP Engine, Cloudflare, GoDaddy, SiteGround, NameHero

Graphic Design:

- Design Tools:** Adobe Photoshop, Illustrator, InDesign, Figma, Canva
- Prototyping & UI/UX:** Figma, Adobe XD, Sizzy
- Video Editing & Production:** Adobe Premiere Pro, Filmora, CapCut, Camtasia

Education

- Bachelor of Information Technology**
Northern Bukidnon State College 2010 - 2015
 - Graduated with 3rd Honors
 - "Student of the Year" Awardee
 - Information Technology Club Treasurer (2011 - 2015)
 - Alumni President (March 2017 - March 2018)
- Masters in Business Management**
Capitol University 2024 - Ongoing

Experience

- Web Designer/Developer and Web Maintenance**
The AI Web Agency January 2025 - July 2025
 - Local SEO Landing Page Development:** Designed and developed high-performing, location-specific landing pages with WordPress and Elementor Pro, driving measurable improvements in search visibility.
 - SEO Optimization:** Implemented on-page SEO best practices including keyword targeting, meta optimization, and schema markup, resulting in stronger local search rankings for clients.
 - UI/UX Enhancements:** Applied user-focused design principles with Figma and Adobe XD, ensuring landing pages were visually compelling and conversion-oriented.
 - Content Integration:** Collaborated with content teams to align copy with SEO strategies, achieving higher engagement and improved lead generation.
 - Performance & Analytics:** Monitored traffic and conversions through Google Analytics and Ahrefs, using insights to refine campaigns and maximize ROI.
 - Ongoing Maintenance & Security:** Provided continuous updates, backups, and security monitoring via WP Engine and Cloudflare to ensure reliability and client trust.
 - Content Generation:** Produced SEO-aligned website content and landing page and locations pages copy that drove engagement and supported higher search performance.
 - Graphics Design:** Designed custom visuals, logos, banners, and marketing assets using Photoshop and Canva to strengthen client branding across websites.

Core Competencies & Tools:

Project Management & Automation

- **Project Management Tools:** Trello, Asana, Slack, Taskade, Clickup, Notion
- **Automation & CRM:** TaskMagic, Pabbly, Albato, Mailchimp, Google Workspace
- **Communication and Collaboration Tools:** Zoom, Microsoft Teams, Slack, Noysi

Office & Productivity

- Microsoft Word, Excel, PowerPoint, Outlook, Google Docs, Sheets, Slides, Zoho, Taskade

Strengths

- Strong Experience in Designing, Building, Managing and Maintaining websites with WordPress and Shopify.
- Expert in using tools like Figma for designing web pages with excellent UI and UX.
- Proficient in creating engaging graphics and web content using Adobe Suite and Canva.
- Skilled in developing automated workflows and email campaigns with tools like Mailchimp and Zapier.

Experience

Web Designer /Developer /SEO Specialist and Web Maintenance Technician

Bidview Marketing

January 2025 - June 2025

- **Led Full-Scale Web Development Projects:** Spearheaded the design and development of some of the company's top clients with WordPress, Elementor Pro, and custom HTML/CSS.
- **Enhanced User Experience:** Improved website navigation and UI/UX, leveraging tools like Figma and Adobe XD, leading to a 30% increase in user engagement.
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- **Developed Operational Workflows:** Created SOPs, optimizing project management and reducing delivery time by 15%.
- **Ongoing Website Maintenance:** Managed updates and security for WordPress sites, using tools like WP Engine and WPMUDEV.

Web Designer/Developer and Web Maintenance

Bidview Marketing

December 2023 - June 2024

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Soft Skills

- Problem-Solving
- Creativity & Innovation
- Attention to Detail
- Communication & Collaboration
- Adaptability & Learning Agility
- Project Management & Organization
- Client Relationship Management
- Time Management
- Leadership & Teamwork

Experience

• Web Designer / Developer / Tech VA

Your Perfect Solutions LLC

December 2022 - November 2023

- **Custom Web Solutions:** Developed Client websites using WordPress, Divi, Elementor and custom PHP/JavaScript, achieving a client satisfaction score of 9.5/10.
- **Graphic Design Expertise:** Created high-quality graphics with Adobe Photoshop, Illustrator, and InDesign, enhancing client brand identity.
- **Content Management:** Managed content with WordPress and integrated SEO best practices using Yoast SEO, resulting in a 20% increase in organic traffic.
- **Cross-Functional Collaboration:** Worked with content teams via Slack and Trello to align web design strategies with content goals.
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- **Technical Support & Troubleshooting:** Provided ongoing support, resolving issues with tools like Google Analytics and WPMUDEV.

• Web Designer / General Virtual Assistant

The Best Races

June 2015 - December 2022

- **Technical Virtual Assistant:** Managed digital assets using Shopify and WooCommerce, increasing online sales by 50%.
- **Website Development:** Designed and Launched and optimized the company's main website using WordPress and WooCommerce, integrating payment gateways and custom themes.
- **Creative Content Creation:** Designed digital assets with Canva, Vimeo, and Filmora, boosting customer engagement.
- **Event Management:** Set up and managed events using platforms like RunSignup, EventBrite, and RaceRoster, driving a 35% increase in participation.
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- **Client Communication:** Utilized tools like Zoom and HubSpot to manage client interactions, ensuring project delivery met high standards.