

John Carlo S. Misa

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Portfolio: <https://jcm-portfolio.vercel.app>

PROFESSIONAL SUMMARY

Motivated and detail-oriented professional currently expanding expertise in Virtual Assistance, E-Commerce Management, and Administrative Support. Strong background in bookkeeping, digital operations, and website management, with hands-on experience in Shopify store setup, SEO optimization, analytics, and marketing automation. Known for excellent organization, adaptability, and problem-solving skills, aiming to contribute to business growth through efficient online management and digital tools.

CORE SKILLS

- Administrative & E-Commerce Skills: Shopify Store Setup, Product Listing, SEO Management, Content Scheduling, Basic Accounting, Data Entry
- Marketing & Analytics: Google Analytics, Facebook Pixel, Mailchimp, Social Media Promotion, Basic Copywriting
- Technical Skills: Microsoft Excel, Google Workspace, Canva, Next.js, React, Tailwind, TypeScript, .NET Web API
- Soft Skills: Organization, Time Management, Communication, Adaptability, Problem Solving

RELEVANT EXPERIENCE

Freelance Web & Software Developer

Remote | 2021 – Present

- Built modern and responsive websites and mobile applications using React, Next.js, Tailwind CSS, TypeScript, and React Native.
- Developed custom APIs using .NET Web API and created AI-powered SaaS platforms, showcased at <https://jcm-portfolio.vercel.app>.
- Collaborated with international clients and developers to deliver high-quality, efficient, and scalable technical solutions.

Bookkeeping Commissioning (Academic Project Collaboration)

Philippines | 2021 – 2022

- Prepared balance sheets, income statements, and cash flow reports for student-led business simulations and local small-business use cases.
- Recorded, verified, and summarized financial transactions accurately using Excel and Google Sheets.

- Ensured data consistency and correctness across financial reports and supported peers in understanding accounting principles.

CURRENT TRAINING & PROFESSIONAL DEVELOPMENT

Shopify Masterclass Course – Course Completion Verified via Google Drive

View Verification PDF:

https://drive.google.com/file/d/1ArixkeJ4_EUwz8OtKGS2coAtHtXUdVJ/view?usp=drive_link

Acquired November 2025

- Learned full Shopify store setup, theme customization, SEO management, and dashboard optimization.
- Integrated Google Analytics, Facebook Pixel, and Mailchimp for traffic tracking and marketing automation.
- Explored order fulfillment, payment setup, and customer communication systems.

Build Your E-Commerce Store with Shopify – Coursera

View Certificate: <https://i.ibb.co/JWxDJqGG/create-your-own-e-commerce-store-with-shopify.jpg>

Acquired October 2025

- Gained foundational knowledge in Shopify store creation, product listing, and branding optimization.
- Applied e-commerce best practices for usability, store navigation, and sales conversion.

Cisco Networking Academy – Networking Devices and Initial Configuration

Acquired September 2024 (Online)

Google Developer Skill Badge – Building for Tomorrow with the Gemini API

Acquired April 2024 (Remote)

EDUCATION

Bachelor of Science in Information Technology – Major in Web and Mobile Development

Laguna State Polytechnic University, San Pablo City, Laguna

June 2022 – Present | GWA: 1.50

Accountancy, Business, and Management Strand

Canossa College, San Pablo City, Laguna

June 2020 – March 2022

TOOLS & PLATFORMS

Shopify · Google Analytics · Facebook Business Suite · Mailchimp · Canva · Microsoft Excel · Google Workspace · Trello · Slack · Vercel · GitHub