



# LESTER ERASGA

## WEB DEVELOPER

### PROFILE

To actively leverage my skills and seek opportunities for growth in a forward-thinking organization that values innovation and collaboration. Eager to contribute my talents and dedication to drive meaningful results, while continuously expanding my knowledge and expertise to support the company's success and progress.

### WORK EXPERIENCE

#### Ideal Vision Center

2016 - PRESENT

##### Web Developer / Digital Associate

- Manage and maintain Ideal Vision Center's website and e-commerce platforms.
- Develop and customize WordPress websites and WooCommerce plugins.
- Optimize website performance and ensure security.
- Create custom functionalities and implement new features without plugins.
- Manage seller center accounts on Lazada and Shopee.
- Troubleshoot hardware and software issues.
- Handle version control using Git and email creation via Microsoft 365.
- API integrations, promotional sales setup, and SEO.
- Product photography and editing using Photoshop.
- Integrate Google Analytics, Search Console, Tag Manager, and Meta Pixel.
- Setup branches in Google Maps and manage Google Merchant account.
- Admin Task Assistance

#### DBIconics

2022 - PRESENT

##### Freelance Web Developer

- Maintain and update websites in WordPress, Webflow and KAJABI.
- Develop WordPress websites using Elementor.
- Shopify development and customization.
- Website optimization, security, and SEO.
- Migrate sites from development to production environments.

#### Booth and Partners Pte Ltd

2021 - 2022

##### Freelance Web Developer

- Develop new WordPress website of booth and partners
- Customization of themes and plugins
- Website optimization

### REFERENCE

#### Rosevelle Boco

Ideal Vision Center / E-commerce Assistant

Phone: 09179302128

#### Janine Zaldivar

Ideal Vision Center / E-commerce Assistant

Phone: 09494519934

### CONTACT

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Rodriguez Rizal, 1860

lestererasga.github.io/portfolio/

### EDUCATION

2012 - 2016

PAMANTASAN NG MONTALBAN

- Bachelor of Science in Information Technology

2008 - 2012

KASIGLAHAN VILLAGE  
NATIONAL HIGH SCHOOL

- Secondary Education

### SKILLS

- Project Management
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

### LANGUAGES

- English
- Tagalog