

JAY OPIALA

Tagum City, Philippines

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PROFESSIONAL PROFILE

Results-driven and detail-oriented Web Developer, SEO Specialist, and Digital Marketing Professional with a proven track record in designing, optimizing, and managing high-performing e-commerce websites and digital campaigns. Adept at building visually engaging and conversion-focused websites, implementing data-driven SEO strategies, and executing targeted email marketing initiatives that boost engagement and drive measurable business growth.

Blends technical expertise with creative innovation across multiple disciplines, including web development, SEO optimization, email automation, social media management, graphic design, and video production, to deliver integrated digital solutions that elevate brand presence and performance.

OBJECTIVE

To contribute to a forward-thinking organization by leveraging my expertise in web development, SEO, and digital marketing to enhance online visibility, engage target audiences, and drive sustainable business growth through data-driven and creative digital strategies.

CORE COMPETENCIES

Web Development and Design
SEO Strategy and Optimization
Email Marketing and Automation
Social Media Management
Graphic Design and Visual Branding
Video Editing and Digital Storytelling
E-commerce Operations and Analytics

TECHNICAL SKILLS

Web Platforms: Shopify, WordPress, Wix, Webflow

Email Marketing Tools: Klaviyo, GoHighLevel (GHL), Brevo, Mailchimp

SEO Tools: Ahrefs, SEMrush, Ubersuggest, Google Analytics, Google Search Console

Design and Media Tools: Canva, CapCut

PROFESSIONAL EXPERIENCE

Freelance Web Developer and Digital Marketing Specialist

Remote | July 2020 – Present

- Designed and developed optimized websites for e-commerce and service-based clients using Shopify, WordPress, Wix, and Webflow.
 - Created high-converting product pages, landing pages, and responsive designs that align with each client's brand identity.
 - Implemented automated email marketing campaigns through Klaviyo, GoHighLevel, Brevo, and Mailchimp to increase engagement and retention.
 - Conducted SEO campaigns using Ahrefs, SEMrush, and Ubersuggest to improve search rankings and online visibility.
 - Managed social media accounts, designed promotional graphics, and produced video content to boost audience engagement and brand reach.
 - Worked with clients from various industries, delivering creative and data-driven solutions tailored to their specific goals.
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ACCOUNTS AND CLIENTS SUPPORTED

Sayless

Baked Cravings

Crypto

My Hardware Wallet

Rastaman

Sprinjene

Baked

Rastadeals

Healers

Bougie
Blox
Team Carlo
Promort Embark
Outdoor Boiler
Cheese Guy
Black Cool
Grandams Bakeshop
Liquid Glow
Rewrite Britain
Smart Property Buying
Wispa

EDUCATION

Bachelor of Science in Information Technology
University of Mindanao

ADDITIONAL INFORMATION

Proficient in project coordination, client communication, and data-driven campaign management.

Highly adaptable to remote collaboration, cross-functional teamwork, and fast-paced digital environments.

A creative, organized, and results-oriented professional committed to helping brands grow through technology, strategy, and digital innovation.