Gabriel Nicolas Labutap Robles

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Portfolio
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Objective

To share my knowledge and expertise as a web developer. Committed to continuous learning, problem-solving, and honing my programming skills. I thrive on challenges and am determined to contribute to innovative projects.

Educational Background

2020-2024	Bachelor of Science in Information Technology National University Laguna Km. 53 Pan-Philippine Hwy, Calamba, 4029 Laguna (049) 572 3356
2018-2020	Academic Track: Science, Technology, Engineering, and Mathematics Don Bosco College – Canlubang Don Jose Yulo Blvd. Brgy Canlubang, Calamba City, Laguna 549-2307/549-1778

Work Experience

2024-2024	Wordpress Developer Kunda House / FindaHost 1.01, Universities Centre, Holt Street, Birmingham, B7 4BB

- Managed all WordPress operations, including performance optimization and security.
- Designed and developed all landing pages and site content.
- Implemented advanced SEO strategies to improve search engine rankings.
- Generated AI-powered blog content to increase engagement and organic traffic.
- Developed a custom Airbnb calculator integrated with a REST API for pricing calculations.
- Implemented custom GSAP animations for smooth, dynamic page interactions.
- Managed Google Analytics, Google Tag Manager, and Google Search Console to track website performance.
- Integrated Meta Pixel for improved ad tracking and remarketing campaigns.
- Developed custom scripts and features for different pages, enhancing site functionality.
- Created a custom chatbot plugin (in development) for automated user assistance.
- Designed custom HTML email templates for newsletters and transactional emails.

- Integrated Make.com automations for blog creation, newsletters, and other workflows.
- Managed website security, ensuring protection against vulnerabilities and threats.

2024-2024   Full-stack Web Developer Intern
                 Spiralytics, Inc.
                 7th Floor, ZETA Building II, 191 Salcedo, Makati, 1229 Metro Manila

- Managed and optimized WordPress websites for multiple clients.
- Created landing pages and custom sections using Elementor & Divi Builder.
- Configured Google Analytics & Google Tag Manager, setting up tracking goals for clients.
- Developed custom HTML emails for marketing campaigns.
- Assisted in troubleshooting and resolving technical issues on client websites.

Technical Skills

- **Languages:** PHP, Java, Python, JavaScript, TypeScript
- **Web Design:** HTML, CSS, Bootstrap, SCSS, SASS
- **Frameworks:** ASP.NET Web API, ASP.NET MVC, Angular, Flutter, Firebase, Laravel
- **Mobile Development:** Android Studio, Eclipse, Flutter, Dart
- **Database:** XAMPP, MySQL, SQL Server Management Studio, Firebase Realtime Database
- **Libraries:** jQuery, React, OpenCV, GSAP
- **CMS & Website Builders:** WordPress, Elementor, Divi
- **Backend & Runtime Environments:** Node.js
- **SEO & Analytics:** Google Analytics, Google Tag Manager, Google Search Console, Meta Pixel
- **Automation & Integrations:** Make.com, REST APIs, Custom Scripts

Projects

PaintAR: A Wall Paint Visualizer Mobile Application - An android application that allows its users to see how various paint colors will look in their own living spaces without painting the walls. This application was developed using Java, Kotlin, while implementing the OpenCV library for image processing. This was developed in a span of 3 weeks.

CafeBytes - A self-contained kiosk ordering system developed eliminate the manual process of taking orders from students at the university cafeteria, saving time and reducing lines during peak hours. This web application was developed using HTML, CSS, Angular, TypeScript, AJAX, and Microsoft SQL Server. The Web API was developed using ASP.NET and C#. This was developed in a span of 1 week.

Food Ordering System – An ecommerce website developed to provide a user-friendly interface for customers to browse menus, select items, and place orders seamlessly. Technologies used this website includes HTML, CSS, MySQL, and PHP. This was developed in 3 days.

NU Laguna Queuing System – A queuing system built for the benefit of the students at National University Laguna. This system optimizes the queuing process for students availing of various student

services, such as enrollment, cashier transactions, and registrar's office assistance. This was developed using HTML, CSS, Bootstrap, jQuery, JavaScript, PHP, and MySQL. This was developed in 3 weeks.

WordPress – Extensive experience in developing and managing WordPress websites. Hands-on experience in creating visually appealing and user-friendly websites for multiple clients. WordPress expertise was primarily acquired during an internship at Spiralytics, Inc.

Google Analytics – Proficient in utilizing Google Analytics to generate insightful reports and gather actionable data for strategic decision-making and optimization efforts. Experience includes working closely with development and marketing teams during an internship at Spiralytics, Inc.

Google Tag Manager – Extensive knowledge in implementing Google Tag Manager for tracking key website events and goals. Experience includes configuring and integrating Google Tag Manager with Google Analytics to enhance data collection and analysis.

Kunda House – Responsible for maintaining and enhancing a client's existing WordPress website, which had been inactive for over a year. Focused on improving site speed and SEO performance, successfully restoring full functionality, enhancing speed, and improving search engine visibility. These efforts resulted in increased client acquisition for the business.

FindaHost – Played a key role in designing, developing, and maintaining the FindaHost website, a startup focused on connecting property owners with hosts. Responsible for creating all landing pages, blog posts, and other site content while optimizing speed and SEO to improve performance and visibility. Contributions led to a more seamless user experience and increased organic traffic.

Achievements

- National University Laguna, Cum Laude
- National University Laguna, Best Capstone Project
- Published research featured in the ACM Digital Library and presented at ICIEI 2023: The 8th International Conference on Information and Education Innovations for **"PaintAR: A Wall Paint Visualizer Mobile Application."**
- Don Bosco College – Canlubang, With Honors

I hereby certify that the above information is true and accurate to the best of my belief and knowledge.

Gabriel Nicolas L. Robles
Applicant