LEAD DEVELOPER LEAD DEVELOPER Seasoned Web Developer Irvine, CA Senior Web Developer with 10+ years of experience. Strong skills on Front-End Development and CMS integrations. Adept in all stages of advanced web development. Knowledgeable in user interface, testing, quality assurance and debugging processes. Bringing forth expertise in design, installation, testing and maintenance of web systems. Equipped with a diverse and promising skill-set and high work ethic. Developed and maintained an eCommerce Web App, marketing and online training web portals, documentary websites, robust email campaigns and complex company, medical device and practice's websites. Worked in small-scale business, consumer-facing, non-profit, multi-national and full-scale advertising companies. Proficient in an assortment of technologies, including PHP, HTML5, CSS (with SASS, LESS extensions), PHP, JavaScript / jQuery libraries, CMS (Content Management Systems; primarily WordPress and Joomla; working knowledge of Umbraco and ExpressionEngine), CRM (HubSpot), Bootstrap, Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign), FTP, MySQL, SEO and Analytics, IIS, Apache, Google VR, Responsive design / Media Queries, various APIs (Google, Facebook, Twitter, YouTube, Vimeo, etc.), Shopify/WooCommerce, LAMP Stack, Linux Administration and JS libraries and frameworks such as React, Angular and AngularJS. Utilized various visual skills to effectively use wide array of Adobe Apps. Able to effectively self-manage during independent projects, as well as collaborate in a team setting. Work Experience LEAD DEVELOPER Square 1 Partners - Irvine, CA January 2013 to Present Sole Senior Front-End Developer for a full-service, healthcare-focused advertising agency. Key responsibilities include: Involved in all various web projects, from conceptualization, development, deployment and maintenance   Led into the creation of 30+ successful websites up to this date   Created HCP and consumer focused healthcare marketing experience for web and other digital campaigns   Researched and developed digital strategies to better increase efficiency and engagement from consumers   Created strategies and applied best practices for better email campaigns and tactics for higher ROI   Translated creative concepts, internal communications and key messages into digital formats that resonate to clients successfully   Emphasized higher quality assurance and cross browser compatibility in all web projects   Used data analysis effectively to

measure campaign performance   Managed multiple projects under strict and short deadlines

Created documentation based on clients' needs JUNIOR WEB DEVELOPER POWER PLATE

NORTH AMERICA August 2011 to October 2012 10   Responsible for the design, development, and maintenance of the information architecture and user interface for websites and web applications. This includes 35+ websites in 35+ languages, shopping carts, micro sites, fileshare, databases, code, 140 domain names, 63 Facebook pages, server maintenance, analytical accounts, countless files and a web helpdesk   Participated in product development, design analysis, and technical management   Used site maps and write documentation to code the solution   Created wireframes based on technical and functional specifications Wrote technical specs and drove them through development   Accurately estimated development tasks and organize appropriately Conducted training to regional managers and agencies in the development and implementations of the company's websites   Created graphics for promotional materials, websites, event banners and design mock-ups for new and existing products WEB CODER/TECHNICIAN GENESIS INTEGRATED TECHNOLOGIES September 2010 to September 2011   Helped maintain and update existing client web properties   Assisted in development of new web properties   Worked with staff in the planning and creation of new applications and functions   Maintained the company server and provide some technical support for internal systems WEB DESIGNER/ADMINISTRATIVE NIDITEC INC May 2010 to July 2010   Responsible for design, site structure (information architecture), and daily maintenance of company website   CSS coding, image editing, and some Flash. Basic use of ASP, JavaScript, and some VB script   In-charge of planning, design and implementation of proposed web sites   Designed sites with standards compliant code with emphasis on browser compatibility, accessibility, and search engine optimization   Extensively used Adobe applications to create brochures, flyers and product catalogs   Created and maintained project budgets   Processed sales orders, answered multiple phone inquiries, provided tracking of orders and technical support Skills Seo, Content management, Javascript, Bootstrap, Php   Links   https://www.linkedin.com/in/charlemagnecabalin https://www.behance.net/charlescabalin Additional Information TECHNICAL SKILLS: HTML5 CSS

(with SASS, LESS extensions) PHP JavaScript / jQuery libraries CMS (Content Management Systems; primarily WordPress and Joomla; working knowledge of Umbraco and ExpressionEngine) CRM (primarily HubSpot) Bootstrap 3 and 4 Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign) Email FTP MySQL SEO and Analytics IIS, Apache Google VR Responsive design / Media Queries Various APIs (Google, Facebook, Twitter, YouTube, Vimeo, etc.) Ecommerce, Shopify, WooCommerce LAMP Stack Linux Administration JS libraries and frameworks such as React, Angular and AngularJS

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