



# KENDRIX CAYABYAB

## WEB DEVELOPER

### CONTACT

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305 Don Bosco St. Mayapa,  
Calamba City, Laguna

KC Website

### EDUCATION

2015 - 2019

LAGUNA COLLEGE OF BUSINESS  
AND ARTS

- Bachelor of Science in  
Computer Science

### SKILLS

#### Website Development

- WordPress CMS
- HTML | CSS | JavaScript |  
MySQL | PHP | Elementor

#### Graphic Design

- Adobe Photoshop | Adobe  
Illustrator | Canva | Figma

#### Digital Marketing

- SEO Optimization
- Email Marketing Campaigns
- Web Analytics (Google  
Analytics, Hotjar, Mouseflow)
- CRM Management (HubSpot,  
Keap)
- Content Management Systems  
(WordPress)

### PROFILE

Experienced Web Developer with over three years of expertise in building and managing high-performing websites using WordPress, Elementor, and various digital marketing tools. Adept at creating responsive, SEO-optimized sites that drive business results. Proficient in custom coding with HTML, CSS, and JavaScript, and experienced in integrating third-party applications to enhance functionality. Strong background in digital marketing, including SEO, email marketing, and CRM management. A proactive problem-solver with a passion for continuous learning and a track record of delivering tailored web solutions that align with business goals.

### WORK EXPERIENCE

#### Outsource Access

JUNE 2023 - PRESENT

#### Marketing Technology Manager

- Email Marketing: Designed and executed campaigns with segmentation, A/B testing, and performance analysis to boost engagement and conversions.
- Landing Pages & Lead Generation: Developed and optimized landing pages, lead magnets, and capture forms to increase leads and conversions.
- Analytics & Reporting: Tracked and analyzed campaign performance and user metrics to provide insights for strategy optimization.
- SEO & Digital Marketing: Applied SEO best practices to enhance website visibility and drive organic traffic.
- Team Supervision: Led and guided a marketing team to ensure effective execution of initiatives.
- Technology Integration: Managed and integrated CRM systems and marketing tools to streamline processes and improve efficiency.

#### Web Developer

- Website Development & Design: Created and managed website pages and posts using WordPress and Elementor, ensuring user-friendly and responsive designs.
- Code Customization: Applied HTML, CSS, and JavaScript to enhance website functionality and ensure cross-device compatibility.
- Optimization & Maintenance: Optimized websites for speed, performance, and mobile responsiveness; handled troubleshooting and resolved technical issues.
- Content & Integration: Managed and updated content, and integrated third-party applications and plugins to expand website functionality.

## Other Tools:

- Zapier
- WP Plugins and Themes
- Workable
- Sumo
- WP Engine
- Technology and Tools Integration

## PROJECTS

### Educational Motorcycle Driving

#### Android Game

- Undergraduate Thesis (2018 – 2019) An Educational Motorcycle Game that will educate the motorcycle riders about traffic rules and regulation

#### Frolic Website

- Frolic is a clothing line that showcase sport accessories and clothing.

#### PMCC 4TH WATCH Website

- PMCC 4TH WATCH is a Christian church that spread the word of God International.

#### Livewise Furniture E-commerce Website

- Livewise Furniture is a business selling different kind of furniture home, office, chairs and more.

## SEMINAR / CONFERENCE

- FRESHMINDS 2014

Laguna College of Business and Arts  
P. Burgos St. Calamba City, Laguna  
(2014)

- 5s Seminar

Laguna College of Business and Arts  
P. Burgos St. Calamba City, Laguna  
(2015)

## Microgenesis Business System

OCTOBER 2021 – JUNE 2023

### Web Developer

- Website Development: Used WordPress CMS and Elementor to build and design pages and posts.
- Maintenance & Optimization: Maintained and optimized websites for performance, speed, and SEO.
- Event Management: Coordinated and managed marketing events to drive engagement and support marketing goals.

## Deliber Express

January 2021 – July 2021

### Graphic Designer

- Graphic Design: Created custom graphics, logos, and stream overlays, aligning with client branding and project needs.
- Concept Development: Collaborated with clients and team to develop design concepts and solutions.
- Software Use: Utilized Adobe Photoshop and Illustrator for precise and creative graphic design.
- Design Revisions: Managed revisions and feedback to meet client expectations and project specs.

## Maranatha Christian Academy

2019 - 2020

### Computer Teacher

- Teaching Fundamentals: Instructed elementary and high school students in basic computer skills, including operating systems and software applications.
- Lesson Planning: Created and organized lesson plans and instructional materials.
- Assessment: Monitored student progress, provided feedback, and supported learning.
- Classroom Management: Managed classroom activities and maintained a positive learning environment.
- Technology Use: Integrated educational technologies to enhance learning.

## AMS Asia Inc.

April 2019 – June 2019

### Quality FA & Reliability Support

- RMA Handling: Managed and supported Return Merchandise Authorization (RMA) units, including documentation and initial assessment.
- Reporting & Inspection: Conducted initial reports and optical inspections to evaluate product quality.
- Issue Resolution: Coordinated with teams to resolve defects and RMA issues.