

# LANCE CABANIT

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## ABOUT ME

Full-stack web developer skilled in React, Node, and modern frameworks, building fast, clean, and user-friendly digital experiences from idea to launch. Also a copywriter and social media marketer who crafts conversion-driven content, campaigns, and brand stories that engage audiences. I bridge coding, storytelling, and strategy to deliver platforms that load smoothly, read clearly, and drive measurable growth across web and digital channels.

## TECHNICAL SKILLS

### Development & Programming:

Web Development • Programming & Scripting • Social Media Management

### Marketing & Content:

Social Media Marketing • Content Writing & Copywriting • Digital Marketing • SEO Expert

### Technical & Tools:

Computer Hardware • Technical Support • Basic Electronics & Troubleshooting • Video Editing

### Software & Platforms:

Microsoft Office • GHL • NOTION • ZAPIER • N8N • KAJABI

### Business Skills:

Market Research

## PROFESSIONAL EXPERIENCE

### Frontend Developer

08/2025 - 08/2025

#### SmartBuild Solutions – Remote

- Utilized HTML, CSS, and JavaScript to create visually appealing and responsive web pages that met client requirements.
- Coded using HTML, CSS, and JavaScript to develop features for both mobile and desktop platforms.
- Produced websites compatible with multiple browsers.
- Worked closely with UX/UI designers to translate their designs into functional web applications.

### Copywriter

01/2025 - 04/2025

#### BrandVoice Media – Remote

- Reviewed and edited final copy for accuracy and to correct grammar errors.
- Boosted campaign performance by developing engaging and persuasive copy for print, digital, and social media platforms.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Formatted copy to align with project-specific guidelines.

### Web Designer

09/2024 - 12/2024

#### Algoworks – Remote

- Designed user interface to meet client specifications.
- Improved overall site aesthetics through the use of high-quality graphics, typography choices, color schemes, and layout principles.

- Developed graphic and image assets for both content and digital marketing efforts.
- Coordinated copywriting and designed images to craft website content.

## **Supervisor – BPO Company**

2020 - 2024

### **C&C; BPO**

- Led a team of 10–15 agents, helping them handle customer calls and deliver great service every day.
- Trained new agents, guiding them through tools, company processes, and how to talk to customers in a professional but friendly way.

## **EDUCATION**

### **Computer Engineer**

01/2025

Holy Trinity College - Currently 3rd year College

### **Senior High School: Science, Technology, Engineering, and Mathematics**

01/2022

Gensantos Foundation College Inc

## **LANGUAGES**

English • Filipino