

GIRLYN CASEY

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PROFESSIONAL SUMMARY

With 15 years of experience in web development, I have honed my skills by managing complex projects from start to finish. I thrive in dynamic environments that require strategic thinking, collaboration, and adaptability. My expertise lies in aligning teams with the company's vision, managing project scopes and timelines, and delivering high-quality solutions.

TECHNICAL SKILLS

- **Frameworks & Libraries:** Sitecore, React.js, Vue.js, Angular, Node.js, Bootstrap
 - **Languages:** JavaScript, jQuery, PHP, HTML5, CSS3, MySQL
 - **Tools & Platforms:** Git, GitHub, Bitbucket, WordPress, JIRA, VWO (Visual Website Optimizer), Google Tag Management, Google Analytics
 - **Development Practices:** Responsive Design, Cross-Browser Compatibility, Performance Optimization, Agile Methodologies, CI/CD
 - **Additional Skills:** API Integration, RESTful Services, Email Marketing, SEO
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PROFESSIONAL EXPERIENCE

GIRLYN LTD, London

Director | Full-Stack Developer

April 2023 - Present

- Executed A/B tests and split tests using VWO to enhance conversion rates.
- Managed Sitecore Web Experience projects and WordPress development.
- Ensured optimal performance and cross-browser compatibility for client projects.
- Developed front-end solutions using Vue.js and React.js.

Independent Contractor, London

Senior Webmaster | Web Developer

March 2019 - July 2023

- Upgraded Budget Direct Insurance SEA website from Angular to Vue.js.
- Developed and deployed the Travel Packing List application.
- Created landing pages for PPC campaigns and Conversion Rate Optimization.

Auto & General Services - SEA, Singapore

Senior Executive, Digital Marketing

October 2016 - February 2019

- Revamped Budget Direct Insurance's quote and purchase forms using Sitecore CMS and Angular.
- Participated in release management cycles, delivering marketing programs and enhancements.

RYDE, Singapore

Application Developer

January 2016 - October 2016

- Prototyped and tested the RYDE mobile app.
- Implemented automated trip receipts and SMS targeting using Nexmo API.
- Developed a data analytics portal using JavaScript and Google Maps API.
- Managed AWS infrastructure for data analytics and visualisation.

Independent Contractor

Web Developer

October 2015 - January 2016

- Developed TotalJobs Gender Pay Gap tool and collaborated on Joomla projects.

Vaizo Corporation Pte Ltd, Singapore

Web Developer

October 2014 - August 2015

- Created over 20 WordPress sites and hybrid mobile apps for various clients.

Fashion One

Lead Programmer

June 2010 - September 2014

- Managed a team of web developers and designers.
- Developed newsletters, interactive websites, graphic designs, and digital presentations.
- Configured YouTube live streams for Fashion Week events and facilitated web localization.

Global Interactive Solutions, Philippines

Programmer

October 2009 - July 2010

- Developed a ticketing system for Roble Shipping Inc. and various websites.

STI College, Philippines

IT Instructor

June 2009 - October 2009

- Designed lesson plans and activities for web programming, Java, Data Structures, and Algorithms.
 - Evaluated and graded projects, quizzes, and examinations.
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PROJECTS

Budget Direct Insurance SEA

Website

- E-commerce platform for insurance solutions.
- **Tools:** HTML, CSS, JavaScript, jQuery, Bootstrap, Vue.js, Sitecore, VWO, Google Analytics, Google Tag Management, Git, Bitbucket, Figma

AIQTrading

Paper Trading | GitHub

- Full-stack paper trading app.
- **Tools:** HTML, CSS, Vite, React.js, Node.js, GitHub, Chart.js, API

Girlyn Casey Portfolio Website

Projects

- Showcases my skills and accomplishments.
- **Tools:** HTML, CSS, React.js, Bootstrap

CURRENCITY

Live App | GitHub

- Travel information app.
 - **Tools:** HTML, CSS, JavaScript, Bootstrap, Google Maps API
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EDUCATION

Skills Bootcamp in Front-End Web Development, 2024

edX

Bachelor of Science in Computer Science, Cum Laude, 2009

STI College, Philippines

Diploma in Information Technology, High Honor, 2006

STI College, Philippines