# 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.

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## 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, Figma, VWO, Google Tag Management, Google Search Console, Google Analytics 4, ChatGPT, Adobe Photoshop
- **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**

- Worked with the development team to convert Budget Direct Insurance's car and motorcycle quotes, purchase and renewal forms 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*