

CHRISTIAN DANIEL CATLI SAMSON

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PROFESSIONAL PROFILE

I am highly skilled and experienced freelancer specializing in web design and development. With 4 years of industry experience, I have successfully completed multiple projects and gained a reputation for delivering high-quality results to different clients. My expertise lies in creating visually stunning and user-friendly websites that not only meet but exceed client expectations.

EDUCATIONAL ATTAINMENT

Bachelor of Science in Information Technology
Saint Vincent College of Cabuyao
August 2015 – Undergraduate

Saint Vincent College of Cabuyao – High School
#54 Mamatid, Cabuyao, Laguna
June 2011 – March 2015

PROFESSIONAL EXPERIENCES

Web Designer, Eastbound Digital
June 2024 - Present

- Design and develop responsive websites using WordPress and Elementor, translating Figma designs and provided content into fully functional, visually appealing websites.
- Ensure websites are optimized for user experience, performance, and mobile responsiveness.
- SEO & Analytics Integration
- Implement basic SEO best practices to improve website visibility and search rankings.
- Integrate and configure Google Analytics, Google Tag Manager, and Google Search Console to track site performance, user behavior, and enhance SEO efforts.
- Create visually appealing promotional materials to support marketing campaigns and business initiatives.
- Develop assets that align with the brand's voice and drive customer engagement.

WordPress Developer, IBX Digital
February 2023 - Present

- Updating Client's lead accounts on pipeline such as Zapier automation and CRM.
- Responsible for setting up Google Analytics, Google Search Console and Google Tag for website.
- Handles multiple websites that requires hosting transfer, speed optimization and re-design.

WordPress Developer, Divigner Group
March 2021 – November 2023

- Designs, implements, and manages multiple websites using WordPress for companies using the WordPress creation tool.
- Responsible for both back-end and front-end development including the implementation of WordPress themes and plugins, as well as site integration and security updates.
- Troubleshooting content issues and monitoring the performance of the live websites of clients.

Graphic Designer, Gizoom Marketing
November 2021 – December 2022

- Responsible for conceptualizing visuals based on requirements, drafts, and presenting ideas provided by the client.
- Develops illustrations, banner ads, website mockups, logos, and other marketing materials using Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.
- Makes sure the final graphics and layouts are visually appealing, in line with the client's liking, on brand and theme.

Graphic Designer, Amazon Product Listing
November 2020 – February 2023

- Responsible for creating product or "lifestyle" images for clients' websites, Amazon, email campaigns, and ads.
- Simple editing along the lines of combining multiple clips, cutting sections out, adding text, and other basic editing functions.

PORTFOLIO

- lockerhometint.com, Lead developer – January 2025
- rosewooddecks.com, Lead developer – January 2025
- trinityautolab.com, Lead developer – December 2024
- getindetail.com, Lead developer – October 2023
- mammothmachine.com, Lead developer – July 2023
- metrorealestatepros.com, Lead developer – July 2023
- imagineorganizing.com, Lead developer – June 2023
- graced.nyc, Lead developer – December 2022
- crswnp-clear.com, Junior developer – August 2022
- dreamcareatlanta.com, Junior developer – July 2022
- diabetes-educators.vision-relief.com, Lead developer – May 2022

AREAS OF EXPERTISE

- HTML, CSS, Javascript, Bootstrap
- Wordpress, PHP, Elementor, Gravity Forms
- Google Analytics, Google Search Console, Google Tag Manager
- Adobe Photoshop, Adobe Illustrator, Figma, Canva
- CRM, Zapier