

ROMEO DE GUZMAN

Ottawa, ON

(343) 988-6951, rarrdeguzman@gmail.com

www.linkedin.com/in/rarrdeguzman/, rarrdeguzman.github.io/portfolio824

EDUCATION

Cloud Development and Operations

Jan 2025 – Present

Algonquin College, Ottawa, ON

- Cloud Development and Operations at Algonquin College focuses on equipping students with skills to design, develop, and manage cloud-based solutions. program covers cloud architecture, deployment, and automation tools, with hands-on experience in managing cloud infrastructures using platforms Azure

Interactive Media Management

Jan 2024 – Aug 2024

Algonquin College, Ottawa, ON

- Interactive Media Management at Algonquin College is a one-year Ontario College Graduate Certificate program teaches students practical skills in website development and online media. The curriculum focuses on hands-on experience with industry-standard tools Adobe Creative Cloud, including Photoshop, Illustrator, and Premiere Pro

Information Technology

Jun 2012 – Aug 2017

Far Eastern University, Philippines

- Far Eastern University Institute of Technology (FEU Tech) offers a Bachelor of Science in Information Technology program focused on planning, management, and maintenance of IT infrastructures, as well as design and implementation of IT solutions for business needs

EXPERIENCE

Email Developer

Aug 2023 – Nov 2023

888 William Hill, Philippines

- Served as a founding member, encouraged collaboration, and cooperated with team members to train and support in coding and using a marketing platform
- Led transition to an advanced marketing automation platform, enhancing campaign efficiency
- Developed complex, responsive HTML email templates tailored to high-stakes marketing campaigns

Email Developer

Nov 2021 – Jun 2023

MRM // McCann, Philippines

- Developed visually engaging, interactive email templates aligned with creative designs
- Leveraged email testing platforms such as Litmus and Email on Acid to ensure pixel-perfect rendering across devices and email clients
- Utilized version control (Git) for collaborating with designers and developers on shared projects
- Integrated personalization and segmentation strategies to improve email targeting and performance
- Created modular templates and reusable components to streamline email production processes
- Diagnosed and fixed complex rendering issues with email clients such as Outlook and Gmail
- Documented email development processes and best practices for team reference

Creative Developer

Oct 2019 – Oct 2021

Smartly.io, Philippines

- Translated static designs into dynamic animated banners using HTML5, CSS3, and JavaScript
- Integrated GSAP (GreenSock Animation Platform) for creating smooth, high-performance animations
- Collaborated closely with designers to make sure animations met both creative vision and technical feasibility
- Conducted manual testing across multiple devices and platforms to verify flawless execution of banner ads
- Optimized ad creatives for mobile responsiveness and faster load times
- Provided post-campaign performance analysis and suggested improvements for future projects
- Delivered animated ads for high-profile clients, increasing engagement through innovative design

Email Developer

Dec 2018 – Oct 2019

Straight Arrow Corporation, Philippines

- Oversaw end-to-end email campaign process, including development, QA, deployment, and analysis
- Produced HTML email templates based on client designs, ensuring responsive layouts across devices
- Collaborated with clients to maintain brand consistency and strictly adhere to design guidelines
- Deployed emails using marketing automation tools, ensuring accurate scheduling and audience segmentation
- Maintained campaign analytics reports, providing insights into email open rates, click-through rates, and overall campaign success

SKILLS

- HTML
- CSS
- JavaScript
- PHP
- WordPress
- Bootstrap
- GSAP
- React JS
- Google Web Designer
- Adobe(Photoshop, XD , Illustrator, After Effects, Indesign, Premeire)
- Figma