

# Gerlie Roiles

**Full-Stack Web Developer** | React • TypeScript • Laravel • Firebase • WordPress

Kabacan, Cotabato, Philippines

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## Professional Summary

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Resourceful **Full-Stack Web Developer** with nearly 3 years of experience in building modern, scalable web applications. Transitioned from corporate software engineering into freelance development, helping international clients create user-focused websites, admin dashboards, marketing funnels, and real-time systems using **React**, **TypeScript**, **Firebase**, and **Laravel**.

Versatile with CMS platforms like **WordPress** and **Builder.io**, and adept at integrating APIs, payment systems, and marketing tools. Combines clean, responsive UI development with robust backend architecture and client-centered communication.

## Core Skills

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- **Frontend:** React.js, Next.js, TypeScript, JavaScript, Tailwind CSS, HTML5/CSS3, Bootstrap
- **Backend & Databases:** Node.js, PHP, Laravel, SQL, PostgreSQL, Firebase, Supabase
- **CMS & Tools:** WordPress, Builder.io, Shopify, Figma, Notion
- **APIs & Integrations:** Stripe, Lemon Squeezy, Facebook Pixel, Meta Conversions API
- **Dev Tools:** Git, GitHub, Postman, VS Code, DigitalOcean
- **Marketing Support:** SEO, Google Ads, Mailchimp, Canva
- **Soft Skills:** Communication, Problem-solving, Time Management, Attention to Detail, Adaptability

## Experience

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### Freelance Software Developer

*Web & App Projects – Remote*

*Jul 2025 – Present*

Designing and developing modern web solutions for multiple international clients.

- Built marketing funnels, CMS-powered sites, admin dashboards, and AI-enhanced features
- Integrated Stripe, Facebook Pixel, and Lemon Squeezy for tracking, analytics, and payments
- Managed full-cycle development from prototyping to deployment on platforms like DigitalOcean

**Tech Stack:** React, Next.js, TypeScript, Tailwind CSS, Firebase, Supabase

**Tools:** Builder.io, WordPress, GitHub, Notion, DigitalOcean

### Appointment Setter (Part-Time)

*US-Based Real Estate Client – Remote*

*May 2025 – June 2025*

Provided lead generation and support for a real estate sales team.

- Reached out to potential clients via email to schedule property viewings
- Maintained professional client communication and calendar updates
- Managed follow-ups and tracked appointment progress to ensure a smooth sales process

### Admin-Marketing Assistant

*Ad On Group – On-site*

*Mar 2025 – Jun 2025*

Supported the admin and digital marketing team with web and content tasks.

- Maintained and optimized Shopify/WordPress websites with SEO best practices
- Ran email campaigns using Mailchimp and managed social content using Canva
- Tracked ad performance through Google Ads and analytics tools

## Software Developer

*Genfinity IT Solutions, Inc.*

*Oct 2020 – Feb 2023*

Contributed to enterprise web applications using full-stack technologies.

- Developed backend logic and APIs using PHP/Laravel
- Designed intuitive frontends with Angular, JavaScript, and Bootstrap
- Handled bug resolution, version control (Git), and feature enhancements across environments

## Information Technology Technician (Intern)

*Focusinc Inc.*

*Jun 2018 – Jul 2018*

- Assisted in troubleshooting, configuration, and setup of office hardware/software
- Supported system diagnostics and helped IT staff with documentation and error reports

## Education

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### Bachelor of Science in Computer Science

University of Southern Mindanao

*Kabacan, Cotabato, Philippines*

2014 – 2019

## Certifications

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- **Responsible AI with GitHub Copilot** – *Microsoft (Aug 2025)*  
Credential ID: 7K8FRSEZ  
(*Ethical AI principles, transparency, fairness, and accountability in AI-assisted software development*)
- **Google Ads Search Certification** – *Skillshop (Apr 2025 – Apr 2026)*  
Credential ID: 141361081
- **SEO Certification** – *HubSpot Academy (Apr 2025 – May 2026)*  
Credential ID: d6c078f9313c416f8fe243ed99ed619d
- **AI-Powered Performance Ads Certification** – *Skillshop (Mar 2025 – Mar 2026)*  
Credential ID: 136863815
- **CSS Essential Training** – *LinkedIn Learning (Feb 2025)*  
Credential ID: 3b82d199b38edb8a31df22b6213e9caaaba32dc7080999d94b969e9124040b29
- **Windows 11: Troubleshooting Basics** – *LinkedIn Learning (Jan 2025)*  
(*Skills: Windows 11, Help Desk Support, Troubleshooting*)
- **SQL (Basic)** – *HackerRank (Jan 2025)*
- **CSS (Basic)** – *HackerRank (Dec 2024)*