PAOLO JAY YASAY

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CAREER SUMMARY

Frontend Web Developer • Content Manager • Team Leader

- ***Professional, self-driven, disciplined and highly organized*** Content Manager, Web Developer and Team Leader with 10 years of experience. Passionate about learning front-end web development frameworks such as ReactJS

- ***Proven experience building consumer- and business-focused web pages*** using JavaScript, and Content Management Systems such as Contentful and WordPress

- ***Experienced product owner well-versed in Agile methodology*** delivering projects including product launches and eCommerce.

- ***Dependable Team Leader*** with 3 years of experience in managing people and processes

"It was amazing to have you on our team. You were Mr. Consistency and Mr. Reliability - the shop ran well because of you." – Jagjot Singh, Manager, Digital Sales & Marketing (B2B), TELUS Digital

AREAS OF EXPERTISE

- Web Development
- Content Management System
- Web Graphics and Cropping
- Ecommerce

- Digital Marketing
- Agile Methodologies
- Product Launch
- Product Management

- Stakeholder Management
- Team Leadership
- Quality Assurance
- Work Delegation

TECHNICAL SKILLS

- HTML5
- CSS3 / Grid / Flexbox
- Bootstrap
- Vanilla JavaScript

- React JS
- JSON / API
- jQuery
- WordPress Theme Development

- JSON
- Figma / Adobe Photoshop
- Browser tools / debugging
- GitHub (versioning tools)

PROFESSIONAL EXPERIENCE

Holiday Factory, Business Bay, Dubai, United Arab Emirates   **May 2021 – Present**
First tour operator in the middle east, offering the best services with no hidden cost or taxes. Holiday Factory brings advanced European standards to the travel industry.

Frontend Web Developer

Only team member responsible for managing the frontend side of Holiday Factory's website. Converting PSD/Figma design to a web page. Ensuring design elements are mobile friendly using Grid and Flexbox layout. Launching bank campaigns, public holiday, and regular deals web pages wherein customer can purchase their vouchers via online.

- ***Launched 100+ campaigns and offer pages*** that the company has to offer. Sold more than 5k+ vouchers from the pages I developed.
- ***Developed a pricing automation/centralization for the product deals using JavaScript.*** Fetching data from backend. This initiative reduced the time of updating the price by 80%.
- ***Collaborating with Product Managers and Marketing team to advertise and showcase products*** into the website. Implementing new design from PSD/Figma to mobile-friendly and high-quality web page.
- ***Lead the development of Georgia-specific website*** using HTML5, Grid, Flexbox, JavaScript, and API calls composing more than five pages.

TELUS International Philippines, Pasig, Metro Manila, Philippines   **December 2014 – 2021**
TELUS International Philippines, Inc. is a leading Philippines-based provider of digitally-enabled customer experience and business process solutions and a proud member of the TELUS International family.

Intermediate Web Developer • Team Leader

Recruited as Web Developer (2014) and got promoted to Intermediate Web Developer (2017) and had the opportunity to lead a team. Responsible for developing and maintaining websites, product launches, E-commerce solutions, and leading a group of Developers in Manila. Established good stakeholder relationships by implementing what the business needs.

- ***Launched flagship devices in the business segment*** including product page development and creating plans that the company has to offer. Delivered 1k+ orders of devices.
- ***Completed complex web content projects*** with a cross-functional team. Ensured all product pages are responsive on all device mediums. Reduced the customer journey by pre-adding the plans and products on a landing page leading to ecommerce page
- ***Collaborated with clients to implement the requirements*** to capture content and design for page development efforts.

- ***Taught Product Owner and QA*** in the team's process, usage of the content management system, and dealing with stakeholders. Supervised a growing team of nine Web Developers and one .NET developer

HSBC Electronic Data Processing, Alabang, Metro Manila, Philippines   **2010 – 2014**
HSBC is a full banking and financial services outsourcing service provider. A vital part of the HSBC's group's Global strategy, it helps the Group remain competitive in the ever-changing world of Banking and Finance.

Web Production Officer   *2013 – 2014*

Recruited as Web Associate (2010) and got promoted to Web Production Officer (2013). Responsible for maintaining public and intranet websites. One of the quality champions (ISO certification) that produced documentations and streamlined department's processes.

- ***Maintained company's websites*** using content management systems such as BDE (Business Development Environment), SiaB (Site In a Box), GCMS (Group Content Management System), and Sitecore
- ***Ensured a high quality of work*** by consistently taking responsibility of own work, reviewing it against quality standards, and consistently seeking to achieve zero quality errors
- ***Facilitated process training*** in order to streamline department's processes. Authored major documentations and led team members on writing ISO documentations

EDUCATION

Bachelor of Science in Computer Science
AMA Computer College, Makati, Metro Manila, Philippines
2006-2010