



JOFFREY TORNEA

FULL-STACK DEVELOPER | WORDPRESS DEVELOPER
DATA PRIVACY | DIGITAL MARKETING

CONTACT

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eelancers/~015f8a2a307d4
b40c4](https://www.upwork.com/freelancers/~015f8a2a307d4b40c4)

EDUCATION

2008 - 2013
UNIVERSITY OF ST. LA SALLE

- Bachelors Degree in
Information Technology

2014
INFORMATICS PHILIPPINES

- XHTML and CSS FastTrack

SKILLS

- Full-Stack Development
- WordPress Development
- Theme Development
- PHP & MySQL
- HTML & CSS
- JavaScript
- Web Hosting & Domain
- Digital Marketing
- On-Page SEO
- Google Workspace
- Google Cloud
- Adobe Software
- Data Privacy Compliance

PROFILE

Experienced developer with 12 years of expertise in WordPress and full-stack web development, delivering high-quality, responsive, and scalable digital solutions. Proficient in PHP, MySQL, JavaScript, HTML, CSS, and Bootstrap, with a strong focus on performance optimization, security, and maintainable code tailored to business objectives.

WORK EXPERIENCE

ABBE Technology Solutions, Inc.

FEB 2022 - CURRENT

Web Developer

- Managed full-stack development using HTML5, CSS3, PHP, JavaScript, and MySQL; ensured seamless front-end and back-end integration.
- Set up and customized WordPress plugins and widgets to extend site functionality, improve user experience, and support marketing goals.
- Oversaw IT infrastructure, including domain/DNS configuration, hosting management, and Google Workspace administration (user provisioning, email routing, security protocols).
- Implemented on-page and technical SEO strategies, resulting in increased organic traffic and improved search engine visibility.
- Collaborated cross-functionally with marketing teams to support digital campaigns, content workflows, and analytics setup.
- Ensured platform reliability and security through regular maintenance, updates, performance tuning, and issue resolution.
- Designed and developed custom internal systems from scratch, significantly improving operational efficiency:
 - Leave Monitoring System – Streamlined leave request/approval processes.
 - Reception System – Enabled real-time visitor tracking.
 - Asset Management System – Simplified asset inventory and lifecycle management.
 - Digital Business Card System – Offered user-managed QR-based profiles.
 - Timesheet System – Automated time tracking and reporting.
- Integrated a wide range of third-party APIs (Google Sign-In, Highcharts, DataTables, QR generators, weather APIs, email services) to enhance system features and user experience.

Bequik Information Solutions, Inc.

FEB 2022 - CURRENT

Web Developer

- Designed, developed, and maintained responsive WordPress websites to enhance the company's digital presence and support marketing strategies.
- Customized themes and built tailored functionalities to meet specific business needs and deliver unique user experiences.
- Ensured optimal performance across browsers and devices by implementing best practices in mobile responsiveness and cross browser compatibility.
- Integrated third-party tools and services, including Google Maps, contact forms, social media feeds, and analytics platforms to enrich site capabilities.
- Applied on-page SEO techniques and performance optimization to improve search visibility, loading speed, and overall user engagement.
- Managed routine maintenance, including WordPress core, theme, and plugin updates, while safeguarding site integrity through regular backups and security protocols.
- Collaborated closely with design and content teams to transform creative concepts into functional, visually appealing, and high-performing websites.
- Analyzed site metrics and user behavior to identify areas for improvement and implement data-driven enhancements.

ABBE Technology Solutions, Inc.

JAN 2024 — CURRENT

Data Protection Officer

- Led organizational compliance with the Data Privacy Act of 2012, ensuring alignment with national regulations and internal standards.
- Conducted onboarding data privacy orientations, training all new hires on privacy principles, information security, and company-specific protocols.
- Implemented privacy awareness to foster a culture of data protection across departments.
- Conducted offboarding process for employees with a focus on secure data revocation, access removal, and compliance with data retention policies.
- Drafted, reviewed, and maintained Non-Disclosure Agreements (NDAs) with vendors, and third-party partners.
- Authored and maintained comprehensive internal policies, including the Information Security Policy, Data Protection Policy, Password Management Policy and Confidentiality Agreements.
- Acted as liaison to the National Privacy Commission (NPC) and managed official communications, compliance reports, and documentation.

Bequik Information Solutions, Inc

MAR 2023 — CURRENT

Data Protection Officer

- Led the company's compliance efforts under the Data Privacy Act of 2012, focusing on identifying lawful grounds for exemption from mandatory DPS registration.
- Prepared and submitted a Sworn Declaration for Exemption to the National Privacy Commission (NPC), certifying the organization's limited data processing activities.
- Conducted internal assessments and classified personal data processed to ensure eligibility for exemption.
- Coordinated with legal and administrative teams to gather required documentation and secure responsible party sign-offs.
- Ensured the company met all other privacy compliance obligations, including the designation of a DPO and internal data protection protocols.

Online Creative Media Expert, Inc.

JUL 2021 — DEC 2021

Web Developer

- Assisted in maintaining and updating the Games.lol, emulatorpc website using WordPress, ensuring consistent performance and uptime.
- Uploaded and formatted new game pages, blog posts, images, and multimedia content to meet publishing schedules.
- Customized themes and page layouts using Elementor and basic HTML/CSS to match branding and UX standards.
- Integrated and managed WordPress plugins for SEO, caching, performance optimization, and content automation.
- Worked closely with content writers and SEO teams to publish optimized articles and landing pages.
- Conducted QA testing across browsers and devices to ensure mobile responsiveness and bug-free experiences.
- Performed basic troubleshooting and escalated complex technical issues to senior developers when necessary.
- Helped improve site speed and usability by optimizing images, cleaning up outdated plugins, and refining UI components.

Fiera de Manila, Inc.

JAN 2017 — JUL 2021

Multimedia Specialist

- Designed and produced multimedia content (videos, animations, graphics, photography) to support marketing campaigns and event production.
- Captured and edited event footage, creating highlight reels and promotional videos.
- Developed motion graphics and visual content for LED screens, stage backdrops, and social media.
- Provided live event support including video playback and AV coordination.
- Collaborated with event planners, marketing teams, and clients to ensure brand-aligned visual storytelling.
- Managed post-production workflows, including sound design, color correction, and media archiving.
- Maintained a digital asset library and ensured timely delivery of all multimedia content under tight deadlines.

Web Specialist

- Maintained and updated company website with event-related content, including images, videos, schedules, and post-event recaps.
- Uploaded multimedia assets and ensured content formatting was consistent with web and brand standards.
- Created and optimized event landing pages to drive engagement and online registrations.
- Ensured website functionality and responsiveness across devices and browsers.
- Collaborated with designers and multimedia team to integrate interactive content (galleries, highlight reels, sponsor logos, etc.).
- Monitored web analytics and updated content based on user behavior and SEO best practices.
- Supported email campaigns and integrated web content with newsletter sign-ups, event alerts, and contact forms.
- Troubleshoot website issues and coordinated with developers or hosting providers as needed.