

# JOHN CLOED P. GUARRA

Vinzons, Camarines Norte 4603

+639154090993

guarrajohncloed@gmail.com

<https://johncloed.github.io/portfolio/>

<https://www.linkedin.com/in/john-cloed-guarra>

## PROFESSIONAL SUMMARY

A Web Developer and Digital Marketer, I have a proven track record of delivering results for companies, agencies and startups. I have collaborated with talented individuals to create digital products and services catering to both business and consumer needs. I am eager to contribute my knowledge and skills in a dynamic and collaborative IT environment. I am enthusiastic about actively participating in innovative projects that align with the organization's goals

## EDUCATION

### Bachelor of Science in Information Technology

Camarines Norte State College

August 2020 – June 2024

### Senior High School, Computer Programming NCIII

Microsystem College Foundation Inc.

June 2018 - April 2020

## PROFESSIONAL EXPERIENCE

### Junior Web Developer

BLINC Technologies Corporation - Internship

February 2024 – May 2024 (3 months)

Responsibilities:

- Full-stack development for an admin website, focusing on rebranding and dynamic content management for both backend and frontend.
- Backend development for a hosting rental inquiry system, ensuring efficient data handling and user management.

### Web Development Virtual Assistant

ATX Reels

September 2023 – December 2023 (4 months)

Responsibilities:

- Contact list building
- Setting up and running automated email drip campaigns
- Designing, setting up, and optimizing Facebook, Instagram, and Google Ads
- Templated web development services

## **Social Media Marketing Specialist**

Sinclair Media Tech

January 2023 – December 2023 (1 year)

### **Responsibilities:**

- Creating and curating engaging content for various social media platforms such as Facebook and Instagram.
- Developing and implementing social media marketing strategies to meet specific business goals, such as increasing brand awareness, driving website traffic, or generating leads.
- Creating and managing paid advertising campaigns on social media platforms, optimizing them for better reach, engagement, and conversions.
- Creating regular reports on social media performance and presenting findings to management.

## **Wordpress Developer and SEO Specialist**

RADSEO

July 2022 - September 2022 (7 months)

### **Responsibilities:**

- Building and maintaining WordPress websites, themes, and plugins.
- Managing and updating website content, including text, images, and multimedia.
- Implementing basic SEO practices, such as optimizing meta tags, headers, and images for search engines.
- Generating regular SEO reports to track progress and identify areas for improvement.

## **SKILLS**

Web Development • Bootstrap (Framework) • Java • HTML5 • Cascading Style Sheets (CSS) • C# • MySQL • MS SQL • JavaScript • PHP • Visual Basic .NET (VB.NET) • Unity 3D • jQuery • Node.js • GitHub • Blockchain • Web3 • Cryptocurrency • Shopify • WordPress • Wix • Graphic Design • Microsoft Office • Digital Marketing • SEO

## **CERTIFICATIONS AND TRAININGS**

### **Junior Web Developer Internship Completion**

15 May, 2024

### **11<sup>th</sup> Bicol Youth Congress in Information Technology**

20-21 April, 2023

**Social Media Management**

23 July, 2022

**Google Ads Display Certification**

9 July, 2022

**HubSpot Marketing Software Certification**

13 May, 2022

**Google Ads Video Certification**

14 May, 2022

**Google Ads Search Certification**

12 May, 2022

**Google Analytics Individual**

**Qualification** - 13 May, 2022

**ACADEMIC PROJECTS****PHYSIXPLORER: A 3D Educational Game for Grade 8 Students (Capstone)**

Responsibilities:

- Designing and developing game mechanics using Unity 3D and educational content.
- Collaborating with educators to ensure alignment with curriculum standards.
- Conducting user testing and iterating based on feedback.
- Managing project timeline and resources effectively.
- Technical specifications: Unity 3d, C#

**SJF Auto Parts Sales and Inventory System**

Responsibilities:

- Research and Development
- User Experience (UX) Design and Development
- Project Management
- Experience in effective communication skills with team members and clients
- Technical Specifications: Visual Basic.Net, C#, Figma

**CNSC E-Logbook**

Responsibilities:

- Designing user-friendly interface for CNSC E-logbook.
- Developing scanning feature for document uploads.
- Ensuring data security and privacy.
- Conducting user testing and feedback incorporation.
- Collaborating with team members for seamless integration.

- Technical Specifications: CSS, PHP, HTML, JavaScript, Bootstrap, MySQL, API

## CHARACTER REFERENCE

<b>CHADWICK SIMPSON</b>	<b>Business Owner (Web Developer and Seo Expert)</b> <b>RAD Web Solutions</b> <a href="mailto:chad@radseo.dev">chad@radseo.dev</a> Surprise, Arizona, United States
<b>ANDREW SINCLAIR</b>	<b>Software Engineer</b> <b>Sinclair Media Tech</b> <a href="mailto:andrew@capebernier.com.au">andrew@capebernier.com.au</a> Tasmania, Australia
<b>JOSE MAYORGA</b>	<b>Software Engineer and Developer</b> <b>ATX Reels</b> <a href="mailto:atxreels@gmail.com">atxreels@gmail.com</a> Austin, Texas

I hereby certify that the above information is all true and correct to the best of my knowledge and belief.

John Cloed P. Guarra