

# Kristopher Alcordo

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I am a web developer with passion for front-end design and front-end technologies. On top of my 3 years experience as a web developer, I bring with me a strong UX/UI design and a decade of Internet Marketing experience. I am a quick learner and very driven to learn.

## Employment

### Step Up For Students

2020-Present

Software Developer

- Built on existing Wordpress website to consume a business logic API.
- Worked in an Agile environment and participated in agile ceremonies.
- Participated in code reviews and pair programming.
- Focused on front-end functionality, UI/UX design.
- Wrote Object Oriented code to add functionality to Wordpress.

### Majority Strategies

2018-2020

Web Developer

- Developed custom Wordpress websites for hundreds of clients a year.
- Worked in HTML, SCSS, PHP, JS turning custom 5-page websites in as little as 2 days with custom functionality.
- Git and version control.
- Javascript front end frameworks jQuery, React, Vue and Nuxt.
- Backend frameworks Laravel, Node and Django.
- Coded and scheduled custom eBlasts in Mailchimp and SendGrid.
- Provided support and guidance in email marketing.
- Provided support and guidance in internet marketing and on-page optimization.
- Improved and expanded on inhouse custom build tools Gulp, Webpack and custom Wordpress Boilerplate theme.
- Exposure to Continuous integration CircleCI and Bitbucket Pipelines.
- Created our Jira ticketing and project management system.
- Initiated designers to use Adobe XD instead of Photoshop to save on design time and server storage space.

**The Salvation Army Southern California Division**

2018-2018

## Internet Marketing Manager

- Responsible for growing Internet Revenue 30% Year over Year.
- Design and codes using HTML/CSS/Javascript catered toward visitors of wide age-ranges.
- Manages online event CMS that raises close to \$1million annually.
- Manages Pay Per Click advertising, optimization and split testing.
- Manages VPS server and cPanel/LAMP based web hosting.
- Increased email open rates from 10% to 20%.
- On-page and off-page SEO.
- Landing Page optimization and split testing

**The Salvation Army Southern California Division**

2016-2018

## Online Marketing Coordinator

- Manages Adwords and Facebook PPC advertising, split testing and optimization and ROAS.
- Designs, codes, sends and test email marketing campaigns to maximized open rate, CTR and other KPIs.
- Monitors email deliverability rates and spam complaints, ensures a healthy and clean email house file.
- Designs the homepage to drive revenue and significantly decrease friction to donate and increase awareness.

**The Salvation Army Hawaiian & Pacific Islands Division**

2015-2016

## Direct Mail &amp; Digital Strategist

- Maintained and updated websites, social media and other web assets for corps and division.
- Developed Internet marketing strategies to increase awareness of division's programs and events and drive donations.
- Applied, launched and executed Google Ad grants bringing in \$10,000 of free advertising money every month.
- Coordinated with marketing vendor, approved and launched direct marketing initiatives.
- Created reports, analyzed data and provided direction to maximize growth and revenue.
- Coded and sent emails and developed webpages for informational and fundraising initiatives.
- Created and modified photos, graphics, videos and other multimedia marketing assets to drive traffic and awareness to events and fundraising initiatives.
- Assisted in events and other tasks as assigned.

**Kaufmann & Harris, Lucentee and HomeNative Brands**

2014-2015

## Internet Marketing Manager

- Created Internet marketing strategies for the company.
- Managed customer service on eBay and Amazon
- Managed Social Media Marketing and Search Engine Optimization, tracked metrics, reported results and advised one where improvements can be made.
- Hired freelancers on oDesk and eLance to do freelance work.
- Managed web development and design for the company website and brand commerce websites.

**Kybotech, Garden Buildings Direct Brand**

2011-2014

## Social Media Marketing Manager &amp; Customer Support Coordinator

- Created the company's Social Media profiles and Social Media strategy.
- Wrote Social Media policies for the company's employees.
- Devised strategies to promote products and get the word out to potential customers.
- Communicated with other departments such as the customer care team, marketing team, and advertising team to coordinate marketing efforts.
- Hired and managed freelancers to fill customer support roles.
- Reported social media analytics to key persons and suggested areas for improvement.

**Tabitha Jean Naylor Inbound Marketing**

2011 - 2011

## Internet Marketing Manager

- Coordinated with Tabitha and clients in creating social media strategies, identifying KPI's and reporting back on metrics and milestones.
- Created best use practices and standards for the companies Project Management software; Basecamp
- Communicated with clients and give updates on the status of project to keep them in the loop.
- Coordinated with contractors and freelancers to make sure they are on time with the delivery of their projects, that they get assistance when they encounter difficulties and to make sure that communication is constant and free-flowing.

**Taketake.com**

2010-2011

## Head Online Community Ambassador

- Communicated with the company's social media followers so they get timely updates on the status of the website and responded to queries about the website.
- Curated content that enticed interest and sharing, tracked statistics and reported success of marketing campaigns.
- Gave the company a presence in online communities that were likely to be interested in the company's website.
- Got in touch with influencers, pitching the website and encouraging them to share the site to their followers

## Key Skills

### Frontend

- Javascript, HTML, CSS
- VueJS, ReactJS, jQuery

### Server Administration

- LAMP Stack
- Docker
- AWS

### Backend

- Laravel, Django, Node/Express

### Design

- Photoshop
- Adobe XD

## Education

### Liceo de Cagayan University

*Bachelor of Science in Nursing*

2007-2009

### Liceo de Cagayan University

*Associate's Degree in Nursing*

2004-2007

### Central Mindanao University High School - Bukidnon

*High School Diploma*

2000-2004