Kyla Rosette Tumpalan

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EDUCATION

Technological Institute of the Philippines   **Quezon City, NCR**
Bachelor of Science in Information Technology, **GPA: 1.16**   *08/2025*
Awards: Earned **Magna Cum Laude** honors upon graduation. Consistently recognized on the Dean's List, Vice President's List, and President's List across multiple semesters.

University of the East   **Caloocan City, NCR**
Information and Communications Technology (ICT)   *08/2021*
Awards: Graduated **With Honors** during Grade 11 and **With High Honors** in Grade 12.

EXPERIENCE

Freelance   **Remote**
Web Developer and Digital Marketing Assistant   *11/2025 – Present*
- Developed, maintained, and optimised websites with a focus on WordPress builds, updates, and custom functionality
- Implemented Klaviyo email marketing systems, including automated workflows and campaign support
- Optimised product imagery for performance, branding consistency, and conversion rate improvement
- Executed on-page SEO best practices, including page titles, meta descriptions, alt text, and content optimisation
- Designed and produced creative assets such as website banners, promotional graphics, and social media visuals
- Provided support for Meta and Google Ads campaigns
- Prepared performance reports and provided ongoing operational and general business support

Web/Graphic Design Assistant   *11/2025 – Present*
- Assisted in website design and updates, including layout adjustments, content uploads, and visual refinements using Onepage Website Builder
- Created and updated graphic assets for websites, marketing materials, and social media platforms
- Optimised images and visual elements for performance, responsiveness, and brand consistency
- Prepared banners, promotional graphics, and digital creatives aligned with brand guidelines
- Provided general design and website support, including revisions, asset management, and quality checks

Digital Artist   *04/2021 – 09/2021*
- Created custom vector art images for client commissions, tailoring designs to specific requests and preferences.
- Demonstrated attention to detail by adapting to diverse client requirements, resulting in high satisfaction and repeat business.
- Transformed hobby into a business, producing nearly 50 commissioned artworks using mobile digital illustration tools, enhancing creative and technical proficiency.

i4 Asia Incorporated   **Pasig City, NCR**
Front-end Developer Intern   *03/2025 – 05/2025*
- Developed and designed multiple projects utilizing taught languages and frameworks, including a Shopify website with custom Liquid templates, Tailwind CSS, and basic WordPress design.
- Learned frontend implementations to enhance user interfaces and functionality across various tools and frameworks.
- Incorporated responsive design principles to ensure cross-device compatibility, resulting in improved user experience for end-users.

Technological Institute of the Philippines   **Quezon City, NCR**
Full-Stack Developer Intern   *01/2025 – 04/2025*
- Served as lead developer for the university's special project, selected by faculty from handpicked students, overseeing end-to-end website development.
- Self-studied and implemented the MERN stack (MongoDB, Express, React, Node.js) to build a fully functional web application.
- Developed, tested, debugged, and refined website features to ensure seamless performance.
- Coordinated with project stakeholders to align technical development with academic goals and user needs.

TELUS Digital   **United States of America**
Personalized Internet Ads Assessor   *08/2022 – 02/2023*
- Evaluated and rated online advertisements for relevance, accuracy, and cultural appropriateness based on specific search terms.
- Provided detailed feedback to improve ad quality, clarity, and user engagement.
- Ensured consistency and compliance with brand and advertising guidelines.
- Analyzed ad content to enhance user experience and overall search result relevance.
- Contributed to improving online advertising algorithms and content targeting for global audiences.

SKILLS & INTERESTS
Technical Skills:
- **Office & Productivity Tools:**
  - Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
  - Google Workspace (Docs, Sheets, Slides, Drive, Calendar, Meet)
  - AI Tools (ChatGPT, Gemini, Claude, Copilot, Grok, Perplexity, etc.)
- **Project & Task Management:**
  - Asana
  - Trello
  - Notion
- **Communication & Collaboration:**
  - Slack
  - Microsoft Teams
  - Zoom
  - Google Meet
- **Organization & Scheduling:**
  - Calendar and Email Management (Google Calendar, Outlook, Gmail)
  - Document & File Management (Google Drive, Dropbox, OneDrive)
- **Creative & Presentation Tools:**
  - Canva
  - Figma
- **Sales & Marketing Platforms:**
  - Klaviyo
  - Systeme.io
  - GoHighLevel (GHL)
- **Web Development Tools:**
  - WordPress
  - Woocommerce
  - Rank Math SEO
  - Shopify
  - Onepage
  - HTML
  - CSS
  - JavaScript
  - PHP
  - MySQL
  - React
  - Bootstrap
  - MERN Stack
  - Tailwind CSS
  - Git
  - GitHub
  - Postman

Soft Skills:
- Excellent written and verbal communication
- Strong organizational and time-management abilities
- Discretion and confidentiality in handling sensitive information
- Leadership, teamwork, and adaptability
- Detail-oriented, resourceful, and proactive in problem-solving
- Responsible and committed to high-quality task completion