

LEONARDO AMARO

Frontend Developer & AEM Specialist

Email: leo.munoz.amaro@gmail.com • Available for Remote/Hybrid Work • LinkedIn: [linkedin.com/in/leo-amaro](https://www.linkedin.com/in/leo-amaro) •

GitHub: github.com/leo-amaro • Portfolio: <https://leonardo-amaro.vercel.app/>

PROFESSIONAL SUMMARY

Frontend Developer with **8+ years** of comprehensive web development experience, specializing in **enterprise-scale applications** and **Adobe Experience Manager (AEM)** implementations. **Proven track record** of leading international development teams and delivering high-impact solutions for major global brands, including **AIA Philippines**, **Hong Leong Bank Malaysia**, and **Ford Australia**. Expert in modern web technologies with demonstrated ability to achieve **measurable business results** through technical optimization and strategic implementations.

KEY ACHIEVEMENTS & IMPACT

- **Performance Excellence:** Delivered 45% performance improvements and a 30% increase in website visitors across enterprise platforms
- **Team Leadership:** Successfully led international development teams of 9 members across the Philippines and Malaysia
- **Enterprise Scale:** Managed 15+ website migrations for Fortune 500 companies, including AIA, Hong Leong Bank, Globe Business Philippines, and Ford
- **Process Optimization:** Reduced content migration time by 40% through innovative workflow improvements
- **Quality Standards:** Maintained 99.5% content quality compliance for global brand requirements
- **Mentorship Impact:** Improved team productivity by 25% through junior developer mentoring programs

PROFESSIONAL EXPERIENCE

Frontend Developer & Consultant

Freelance / Professional Development

2023 — Present

Transitioned to freelance consulting while advancing technical skills through formal education at Conestoga College. Focused on modern frontend technologies, expanding expertise beyond AEM to include the latest React/Vue.js frameworks and contemporary development practices.

Key Achievements:

- Completed comprehensive Web Development Program at Conestoga College
- Expanded technical expertise in modern JavaScript frameworks and tools
- Developed this portfolio using React, Vite, and Tailwind CSS
- Maintained an active GitHub presence with personal and learning projects

Technologies: React, Vite, Tailwind CSS, Modern JavaScript, Git, Portfolio Development

AEM Developer | Team Lead

GrowthOps

2020 — 2023

Advanced to AEM developer role, leading a team of 2 junior developers in a 9-member international project team to deliver enterprise-scale insurance websites. Customized single-source AEM components and templates from AIA's global framework to meet Philippines-specific business requirements.

Key Achievements:

- Achieved a 30% increase in website visitors through technical optimizations
- Delivered 45% performance improvements across all managed platforms
- Recognized as a reliable developer for managing complex mid-project changes
- Led implementation of country-specific product displays and lead capture forms
- Integrated Adobe Analytics for enhanced user preference tracking
- Mentored 2 junior developers, improving team productivity by 25%
- Collaborated effectively across time zones with Malaysia-based senior developers

Notable Projects:

- AIA Philippines (<https://www.aia.com.ph/en>)
- BPI AIA (<https://www.bpi-aia.com.ph/en>)

Technologies: React, JavaScript ES6+, Bootstrap 5, SASS, Storybook, AEM Components, Adobe Analytics, Team Leadership, Agile/Scrum

Web Publisher • Content Population Specialist

GrowthOps

2015 — 2020

Specialized in web content population and migration for international banking and automotive clients, transitioning websites from legacy systems to Adobe Experience Manager (AEM). Managed content population workflows for enterprise-scale projects, ensuring brand consistency across global digital platforms.

Key Achievements:

- Successfully migrated 15+ enterprise websites to AEM platform
- Developed expertise in AEM authoring and content management workflows
- Collaborated with international development teams across Malaysia and Philippines
- Maintained 99.5% content quality standards for global brand compliance
- Reduced content migration time by 40% through process optimization
- Trained new team members on AEM best practices and workflows

Notable Projects:

- Hong Leong Bank Malaysia (<https://www.hlb.com.my/en/personal-banking/home.html>)
- Ford Australia (<https://www.ford.com.au/>)
- Globe Business Philippines (<https://www.globe.com.ph/business>)

Technologies: Adobe Experience Manager, HTML5, CSS3, JavaScript, HTL, Content Migration, Process Optimization, Quality Assurance

TECHNICAL SKILLS

Frontend Technologies:

- React.js, Vue.js, Next.js
- JavaScript (ES6+), TypeScript
- HTML5, CSS3, SASS/SCSS
- Bootstrap, Tailwind CSS, Material-UI
- Responsive Design & Mobile-First Development
- Performance Optimization & SEO

Development Tools:

- Adobe Experience Manager (AEM)
- HTL (HTML Template Language)
- Webpack, Vite, Babel
- Git, GitHub, Bitbucket
- Storybook, Figma
- RESTful APIs & JSON

Enterprise & CMS:

- Component-based Architecture
- Content Migration & DAM
- Multi-site Management
- Adobe Analytics Integration
- CI/CD Pipelines
- Apache Sling, OSGi Bundles

Methodologies & Leadership:

- Agile/Scrum, Kanban
- Team Leadership & Mentoring
- Code Review & Quality Assurance
- Cross-browser Testing
- International Team Coordination
- Jira, Confluence, Slack

EDUCATION

Web Development Program

Conestoga College, Ontario, Canada

2023 — 2024

Associate Degree of Computer Technology

Asian Institute of Computer Studies, Philippines

2008

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Professional Scrum Master I (PSM I) - Scrum.org (2023)
Verification: scrum.org/user/1069144
- HTML, CSS, and JavaScript for Web Developers - Coursera (2022)
Johns Hopkins University Specialization
- Vue.js Complete Developer Course - Coursera (2021)
University of California, Davis
- Web Development Program - Conestoga College (2023-2024)
Full-stack development with modern frameworks