

62 BAINBRIDGE CRESCENT
ROOTY HILL NSW 2766
0433663962 | MARCOBFENDA@GMAIL.COM
<https://www.linkedin.com/in/marc-obfenda/>

MARC OBFENDA

SKILLS

Frontend Development: Vue.js, JavaScript (ES6+), HTML5, CSS/SCSS, Tailwind CSS, Bootstrap, responsive and accessible UI design, Figma-to-code workflows.

Backend & APIs: REST API development and integration (PHP, Python), CMS customization, basic server-side logic, API versioning and authentication.

Testing & QA: Playwright, Selenium, Jest, unit and integration testing, debugging, code reviews, agile delivery.

Tools & Workflow: Git (GitHub, GitLab), CI/CD pipelines, Chrome DevTools, Docker, agile & sprint collaboration.

Ad Tech & Platforms: Google Ad Manager, Google Analytics, Prebid.js, DoubleClick Studio, ad campaign setup, rich media delivery.

Cloud & Learning: Exposure to AWS (EC2, RDS, S3, SQS, DynamoDB), distributed systems, currently upskilling in containerized environments.

Collaboration: Strong cross-team communication, stakeholder coordination, mentoring and peer support.

WORK EXPERIENCE

Givtu Pty Ltd, Sydney – *Senior Frontend Developer*

March 2022 – June 2025

- Led the design and development of a responsive charity raffle platform using Vue.js, Tailwind CSS, and modern JavaScript.
- Built accessible, mobile-first UI components and improved frontend performance by 40%.
- Worked closely with backend developers to build and integrate APIs, contributing to system scalability and uptime.
- Handled end-to-end testing, code reviews, and debugging across the full stack.
- Delivered features in agile sprints, collaborating with designers and product owners using Figma and Git.

Floktu Pty Ltd, Sydney – *Frontend Developer*

March 2020 – March 2022

- Developed frontend features for a custom event management platform with a focus on usability and mobile responsiveness.
- Translated designs from Figma into clean, reusable Vue components.
- Improved page load times and frontend performance through DOM optimization and modular code.
- Assisted with API integrations and backend updates to support new features.
- Maintained code quality through testing and regular bug fixes.

Foxtel Media, Sydney – *Technical Product Manager*

October 2019 – February 2020

- Delivered rich media ad campaigns across multiple digital platforms, ensuring high performance and visual impact.
- Optimized legacy internal systems used for ad inventory, campaign delivery, and reporting.
- Collaborated with sales and engineering teams to align campaign goals with technical capabilities.
- Provided technical guidance on formats and digital platform limitations.

Nine Entertainment Co., Sydney – *Ad Tech Engineer*

December 2018 – August 2019

- Built and launched dynamic ad campaigns across Nine's digital properties using GAM and custom ad logic.
- Refactored the internal ad-serving API, improving performance and reducing loading issues.
- Developed automated tests using Jest to ensure code quality before deployment.
- Supported sales and operations teams by delivering fast, scalable ad solutions.

Fairfax Media, Sydney – *Technical Operations Specialist*

November 2014 – December 2018

- Delivered high-performing rich media ads using DoubleClick Studio and custom HTML5 formats.
- Helped modernize internal ad systems with automated testing and streamlined workflows.
- Coordinated across departments to improve ad delivery efficiency and campaign performance.
- Supported platform stability through testing, QA, and cross-functional problem-solving.

EARLIER EXPERIENCE

Chartered Accountants AU and NZ, Sydney – *Digital Designer*

NOVEMBER 2013 – OCTOBER 2014

- Designed and developed corporate websites and microsites with a focus on responsive UX.
- Ensured design consistency and accessibility across devices and browsers.
- Worked with developers and stakeholders to deliver visually polished, functional web experiences.

Multibase WebAustralis, Sydney – *Web Designer*

DECEMBER 2010 – SEPTEMBER 2013

- Designed and built custom CMS websites for business clients.
- Collaborated on UI/UX improvements and cross-team QA testing.
- Integrated frontend layouts with backend functionality.

Stella Design, Sydney – *Web Designer / Web Developer*

SEPTEMBER 2008 – DECEMBER 2010

- Delivered full web solutions from design to deployment.
- Developed custom CMS templates, handled database integration, and client-side debugging.
- Worked closely with clients on branding, layouts, and user experience.

LEARNING AND DEVELOPMENT

- Building a personal project using Python and PostgreSQL for backend storage.
- Studying containerisation with Docker for dev environment parity.

EDUCATION

Don Bosco Technical College, Manila, Philippines – *Bachelor of Science in Electronics and Communications Engineering*

JUNE 1996 – MARCH 2001

AVAILABILITY

Immediately

REFERENCES

Available upon request