# Jasper Bryan Masangcay

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## PROFESSIONAL SUMMARY

Seasoned Senior Web Developer with 6+ years of experience specializing in e-commerce platforms and custom development. Expert in building and managing Shopify, Shopee, and WordPress stores — combining technical skill with a deep understanding of business operations. Proven track record delivering high-converting, user-friendly websites that drive growth.

## SKILLS

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| Shopify / Liquid | HTML, CSS, JavaScript |
| WordPress, PHP | Node.js, REST APIs |
| Shopee Store Ops | SEO & Performance |
| Inventory, Promotions | Customer Experience |

## WORK EXPERIENCE

Shopify Developer & Shopee Store Manager  
The Pets Club · Philippines · Remote · 2023–Present  
- Developed custom Shopify store with Xendit payments, reviews, subscriptions.  
- Managed Shopee with 100+ SKUs, ran campaigns that grew sales by 40%.  
- Enhanced UX, listings & customer interactions for better conversion.

Senior Web Developer  
GuavaTek · Remote · 2018–2024  
- Progressed to senior developer, led junior devs and code reviews.  
- Delivered diverse web builds & e-commerce sites for global clients.  
- Managed full cycles: requirements → wireframes → deployment → support.

Node.js Developer  
CPRO Gaming · Remote · 2024–Present  
- Built a dynamic pricing platform with sliders, server/level options, integrated Stripe on Node.js backend.  
- Automated orders, improving efficiency and customer experience.

WordPress Manager  
Baba Mahmoud Restaurant · Dubai · Remote · 2022  
- Managed site content, plugins, and brand consistency.  
- Enhanced site SEO and maintained performance.

## EDUCATION

Southern Luzon State University · Lucena City, Quezon  
Bachelor in Computer Technology · 2018

## CHARACTER REFERENCES

Salvador Manago — Project Manager, GuavaTek  
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Alessandra Uy — CEO, The Pets Club  
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