Isabela Ayn M. Deocampo

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Experience

K9 Mania Dog Training   Davao City
Web Designer, Web Developer & GHL Specialist   December 2025 - Present
- Designed and developed conversion-focused websites aligned with brand and business goals
- Built and deployed fully responsive websites, ensuring performance, usability, and cross-browser compatibility
- Managed and maintained website hosting environments, including updates, backups, and uptime monitoring
- Created and optimized sales funnels, landing pages, and multi-step workflows using GoHighLevel
- Developed and maintained automations for lead capture, follow-ups, and CRM processes

Marketing Associate - Web & Social Media   May 2025 - November 2025
- Developed and maintained high-performance, responsive websites using HTML, CSS, JavaScript, and CMS platforms including WordPress, Shopify, and GoHighLevel (GHL).
- Conducted website optimizations, troubleshooting, and routine maintenance to ensure security, speed, and performance.
- Supported social media operations by reviewing content calendars and monitoring platform activity
- Assist in compiling monthly performance reports and cross-platform content repurposing

Infosoft Studio   Davao City
Web Designer & Developer   June 2024 - May 2025
- Communicated directly with clients to produce efficient and user-centered designs using Figma.
- Developed a legislative tracking system using the Vue.js framework with Vuex for state management and Vuetify for UI components.
- Revamped and customized Wordpress websites mainly using Elementor theme builder and custom CSS.
- Applied SEO strategies to improve website visibility and optimize performance.
- Conducted workshops teaching clients the basics of updating content and customizing pages using WordPress, creating layouts in Figma, and video editing using Canva.

Infosoft Studio   Davao City
Intern   February 2024 - May 2024
- Revamped and customized responsive WordPress websites.
- Created interfaces using Figma for diverse projects including a tourism website, e-ticketing service for kiosks, merchandise website, pet profiling system, and school research portal.
- Managed project timelines, allocated resources, and facilitated team meetings.
- Led my fellow interns, providing guidance and fostering a collaborative team environment.

Education

University of Mindanao   Davao City
Bachelor of Information Technology   2024
Thesis: "VetInspect: A Cross-Platform Livestock Inspection App with Descriptive Analytics Integration in Davao City Office's Report"

Skills

HTML, CSS, JavaScript, Vue.js, WordPress (Elementor, SEO, plugins), GoHighLevel (funnels, CRM, automations), Shopify, REST APIs, Git/Bitbucket