Raul Seriña II

Front-End Web Developer/Web Designer

With a strong technical skill-set, attention to detail, and 8+ years of experience, I want to work as a front-end web developer (WordPress) where I could create digital magic, innovative ideas and elevate user experience to the next level.

raulserinaii@gmail.com ✉

0411.539.968 📱

305/118 Franklin Street, Melbourne Vic 3000, Australia 📍

linkedin.com/in/raulserinaii in

STRENGTHS

- Strong understanding of industry trends and content management systems
- Skilled in multitasking and working on several projects simultaneously
- Unique ability to improvise, grasp new skills and troubleshoot problems
- Experienced in communicating with the creative team and clients
- Very comfortable and passionate about adopting ideas and bringing them to life through technology
- Well-organized with an ability to prioritize tasks
- Highly drive to meed deadlines
- Capability to work and flourish in fast-paced environment

TECHNICAL SKILLS

Web Skills	CSS3, HTML5, XML, Xpath, XSLT, CMS Integration, ASP.NET, PHP5, MySQL, MSSQL, MVC 3, Web Standards and Accessibility, Cross-Browser Compatibility, JavaScript, Mobile Web Designs
Web Tools	Adobe Dreamweaver CC, Photoshop CC, Illustrator CC, Lightroom CC, InDesign CC, , Adobe Acrobat, MS Office Suite, MS Visual Studio, MS Team Foundation Server, SourceSafe, FTP Clients, GitHub, Sunbversion
CMS	Drupal, WordPress, WooCommerce, Shopify
Operating Systems	Mac OS X, Windows, Linux

WORK EXPERIENCE

Digital Marketing Manager/Web Developer
AZPIRED Inc.

07/2016 – 09/2018   *Philippines/U.S.A.*

A BPO Company based in Los Angeles, CA with operations in the Philippines and the USA.

Achievements/Tasks

- Planned and executed all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Sourced or created content on a regular basis to encourage employees and community engagement
- Designed, built and maintained our social media presence
- Designed, developed, implemented and maintained company websites
- Worked on project estimation that included team members, and the development hours required
- Reviewed new technologies and kept the company at the forefront of developments in digital marketing
- Performed server management including database creation, sites migration and managing DNS settings

WORK EXPERIENCE

Front-End Web Developer
Delta Dental

08/2012 – 05/2016   *San Francisco, CA, U.S.A.*

The largest dental insurance company in the USA.

Achievements/Tasks

- Developed responsive websites and landing pages for clients and internal use
- Developed cross platform front ends in CSS3, HTML5, JavaScript and optimised it, written the middle tier PHP code necessary to support it
- Developed email templates and landing pages for email marketing using Adobe Campaign
- Developed WordPress websites including development of themes and plugins
- Perform browser testing and debugging
- Converted Photoshop layouts to web pages using HTML, CSS, and JavaScript

Full Stack Web Developer (Contractor)
Saga Music International

08/2011 – 07/2012   *South San Francisco, CA, USA*

A musical exporter company in San Francisco, CA, USA

Achievements/Tasks

- Finished the development and enhanced the company's new website www.sagamusic.com using .NET, MS SQL, HTML5, CSS3 and JQuery
- Enhanced and added new features to the website using PHP and MySQL. Performed website analysis using Google Analytics. Ensured that all pages are optimized and content are accurate
- Created and Customised websites using WordPress Framework
- Performed professional product photography to be used for websites and catalogues

Sr. Analyst-Programmer/Web Developer
Kaiser Permanente

03/2004 – 04/2011   *Honolulu, HI, U.S.A.*

The largest medical deliverer in the world.

Achievements/Tasks

- Redesigned and redeveloped Kaiser Permanente's Hawaii Region Intranet using standards-compliant HTML, CSS , JavaScript and coded it using VB.NET and MS SQL for the database
- Designed and developed in-house Web Applications such as InfoShare (Document Sharing), Knowledge Based and Receptionist Assist using PHP and MySQL
- Developed stored procedures and performed data conversions from Microsoft Access to MSSQL MySQL
- Applied agile methodology in all the project developments
- Managed contract programmers/developers for in-house web application developments
- Did detailed documentation of all web applications that I developed and managed

Analyst/Programmer-Developement
Incitec Pivot Limited/Orica

11/1999 – 01/2004   *Melbourne, Victoria Australia*

Incitec Pivot Ltd. is an Australian multinational corporation that manufactures fertiliser, explosives chemicals, and mining service.

Achievements/Tasks

- Involved in the conversion of the company's legacy systems into ASP.NET
- Major role in the planning, development and implementation of the new web-based AgriSource Application using ASP and XML
- Provided day-to-day support for Point Of Sale and DataTracker Data Warehousing
- Managed and supported the Company's Intranet and Website including changes and developments
- Designed, developed and implemented an application to email statements and invoices to customers

WORK EXPERIENCE

Analyst Programmer Consultant
Synergy Plus

03/1996 – 11/1999   *Melbourne, Victoria, Australia*

A Tier 1 IBM partner – provides infrastructure, development, integration and support services for a range of top 200 companies across Australia.

Achievements/Tasks

- Managed the development and implementation of Parts Tracking System at Toyota Motors Australia (Visual Basic for front-end and RPG400 for back-end)
- Modified ERP (Enterprise Resource Planning) systems (BPCS) at P & O Shipping to suit company's financial needs
- Developed an on-line ordering system using PHP and MySQL for Cadbury Ice Cream distributor
- Developed interface programs using RPG-ILE between SAP and AS/400 for Toyota Motors - Australia

EDUCATION

Mobile Web Applications Development (Professional Certificate)
Stanford University

01/2014 – 12/2014   *Stanford, CA, USA*

Masters of Technology (Internet & Web Computing)
RMIT University

01/2001 – 12/2004   *Melbourne, Victoria, Australia*

Bachelor of Science in Computer Engineering
University of San Carlos - Technological Center

06/1986 – 04/1991   *Cebu City, Philippines*

ACHIEVEMENTS

High School Class Valedictorian
Mindanao State University - WCHS

Leadership Awards
University of San Carlos

Full Academic Scholarship Awards
University of San Carlos

TRAININGS/WORKSHOPS

Complete Front-End Web Development Course – UDEMY.com

AS/400 RPG Interactive Programming – IBM Australia, Melbourne, Australia

XML – Document Mark Up Languages –CAE, Melbourne, Australia

VB.NET Boot Camp – AcademyX Expert Computer Training, San Francisco, CA, USA

PHP Advanced Boot Camp (covered Drupal) – AcademyX, San Francisco, CA, USA