

Ron Leal

WEB PROFESSIONAL | RONLEAL0@GMAIL.COM

I'm Ron Leal, an IT professional with a 4 year (and growing) experience in the web industry. I specialize in web technology & development, business and product strategy and development, online marketing and business communication.

Education:

Masters in Information Technology

June 2011 – Present

Far Eastern University – East Asia College

Capstone Thesis: *Editorial Management platform for new media Center for Development in IT*

AB Communication

St. Louis University

Baguio City, Philippines

CHED Center of Excellence and Development

Work:

Associate Professor for IT Education

June 2013 - Present

FEU East-Asia

- Advanced Programming (C++ Programming Language)
- Database Management (Oracle)
- Unix Operating Systems

Web Development Manager

June 2013 - Present

Become.com Inc.

- Develop Online Advertising platform and Product Search Engine
- Manage Web programming projects for Marketing
- Rewrite existing web applications for searchability
- Translate web designs to Markups using HTML5, CSS and Javascripts
- Manage: Robots.txt, Sitemaps, Canonicalization etc

Technical Supervisor (for web development)

October 2011 - Present

RingCentral.com

- Oversee technical development team which is in charge of all web development and optimization tasks.
- Provides technical support for both channel & product marketing departments
- Plan and develop systems for automating repetitive tasks
- Develop effective and efficient development workflows for the team
- Makes sure that all output goes through FURPS QA filter
- Directly reports to the VP for Marketing
- Benchmark sites' overall health

Web Consultant

2009 – 2012

Global Staffing Connection

- Acts as the project manager for website building from inception to deployment
- Plan development model and workflows
- Suggest actions for web compliance and standards based on FURPS

Product Development & Community Manager

November 2010 – May 2011

Shopinas.com

- Analyze traffic data for product enhancements
- In-charge of all online written communications: writing text requirements for online and offline channels
- Keep all online customers and stakeholders constantly 'in the loop' on all developments on Shopinas and i-Bayad by updating Social network accounts
- Coordinate with suppliers all requirements needed for content such as photo and video production, make sure to get proper quotes and all contracts and purchase documents are in place before beginning actual productions
- Conducts and attends Focus Group Discussions

Product Support & Business Development Manager

October 2008 – 2010

88DB Philippines

- Strategize and develop new business opportunities in new markets
- Strategic analysis, marketing and product development
- Oversee product department which comprises of Advertising specialists team, Web design and development team and SEO team
- Manage implementations of technical updates for Philippine production site

Skillsets:

- HTML5 (HAML, Bootstrap, HTML5 Boilerplate, Zurb Foundation)
- CSS3 (responsive design, Compass, SaSS)
- Javascript (JQuery, Node.js)
- Build Tools (Middleman, Yeoman, Grunt.js)
- PHP (Wordpress, Laravel, Codeigniter, CakePHP, Magento)
- Database (Oracle, MySQL)
- Ruby
- Ruby on Rails
- Git
- Project Management (Agile, Scrum)
- Online Marketing (SEM, SEO)
- Web Analytics (Google Analytics, Google Webmaster Tools, Omniture, Brightedge, SiteCatalyst)

Works:

www.ringcentral.com - HTML5 / CSS45 / JS / ZURB FOUNDATION

<http://blog.ringcentral.com> - WORDPRESS / PHP / MYSQL / HTML5 / CSS3 / JS / ZURB FOUNDATION

www.virtualpbxcompare.com - WORDPRESS / RESPONSIVE DESIGN / X3ME CMS / CSS3 / JS / HTML5 / ZURB FOUNDATION

www.ringcentral-coupons.com - WORDPRESS / RESPONSIVE DESIGN / PHP / CODEIGNITER / CSS3 / JS / HTML5 / ZURB FOUNDATION

www.cashcowaccounting.com - WORDPRESS / CSS3 / JS / HTML5

www.qbexpress.com - WORDPRESS / CSS3 / JS / HTML5

www.elitelawyerproject.com - WORDPRESS / CSS3 / JS / HTML5

My creative portfolio – <http://ronleal.carbonmade.com>

Highlights:

SPEAKER: Web Security

August 2010
Baguio Teen Entrepreneur Summit

SPEAKER: How to build an online store?

April 2011
Small & Medium Enterprise Expo 2011