MARLOU MUPAS

WEB DEVELOPER

I'm a Web Developer with a passion for the Internet and the digital world which began at a very young age when I dabbled with creating websites using HTML. Since then I have been hooked on creating elegant, usable and effective websites for personal and businesses. Experienced and dedicated web developer with a strong passion for creating visually appealing and user-friendly websites. Vast knowledge in HTML, CSS, and JavaScript, with expertise in responsive design and cross-browser compatibility. Strong problem-solving skills and the ability to work independently or collaboratively in a fast-paced environment. Demonstrated track record of delivering high-quality projects on time and within budget.

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SKILLS

HTML	WooCommerce	DIVI
CSS	SquareSpace	Elementor
PHP	Wix	WP Bakery
JavaScript	Shopify	Responsive Design
MySQL	BigCommerce	Hosting and Domain Management
Bootstrap	WordPress	

EXPERIENCE

Web Development Team Lead

Digital Pie   *Jul 2025 - Present*

Technical Responsibilities:

- **WordPress Development:** Building and customising WordPress websites using modern development best practices.
- **Website Design:** Collaborating on or leading front-end design implementation aligned with project goals and brand guidelines.
- **Website ManagementL:** Ongoing maintenance, updates, backups, and uptime monitoring of client websites.
- **Email Hosting and Management:** Setting up, configuring, and supporting email hosting services as required.
- **Search Engine Optimisation (On-Site & Off-Site):** Conducting SEO audits, implementing recommendations, and coordinating link-building efforts.
- **Security Services:** Ensuring website and server-level security best practices are followed, including plugin audits and vulnerability response.
- **Performance Optimisation:** Identifying and addressing performance bottlenecks in websites and applications, including speed and responsiveness improvements.
- **Leadership & Team Management:**
- **Managing Web Development Team:** Overseeing the development team, ensuring alignment with project timelines, and managing individual workloads.
- **Mentoring & Inspiring Team Members:** Providing guidance, knowledge-sharing, and fostering professional development among junior and mid-level developers.
- **Task Allocation & Monitoring:** Delegating tasks effectively based on skills and availability, monitoring progress, and ensuring deadlines are met.
- **Encouraging Best Practices:** Promoting coding standards, version control usage, QA processes, and continuous improvement across the team.

Operational Support:

- **Documentation & Reporting:** Maintaining up-to-date documentation of processes, systems, and project-specific technical decisions.
- **Ad Hoc Requests:** Handling miscellaneous or urgent technical or support tasks when required.

Web Developer

Freelance   *Nov 2024 - Jul 2025*

Providing custom web solutions for businesses and individuals.

- **-E-Commerce Site Development:** Developed a fully responsive Shopify theme for a fashion startup, integrating custom features and third-party apps.
- **-WordPress Development & Customization:** Created a bespoke WordPress site and several custom functionality for a corporate blog, enhancing content management capabilities and improving user engagement.
- **-Website Performance & Maintenance:** Provided ongoing maintenance, security audits, and performance optimization for multiple clients, ensuring 99.9% uptime and fast loading times.
- **-I/UX Design Implementation:** Collaborated with designers to translate Figma and Adobe XD mockups into pixel-perfect, interactive, and accessible web experiences.

Web Developer/Web Development Manager
Roger Roger Marketing   *Jul 2020 - Oct 2024*

- Keeping a reusable and readable code environment that is easy to change or debug.
- Working closely with project managers and designers to ensure that the final result meets the project's scope.
- Convert PSD, Figma or XD Files into a functional website.
- Leading a team of web developers.
- Working to meet all feature and functionality requirements, design specifications, budgets, and timelines.
- Conducting frequent evaluations on website.
- Ensuring the website's performance and capacity.
- Creating the website's structure, and verifying the code works.
- Building a complete website or landing pages.
- Keeping the client's website updated, ensuring that the links on each page work properly and plugins are always updated.
- Writing and reviewing code for sites, typically HTML, CSS, or JavaScript.
- Integrate API if needed.
- Troubleshooting problems with performance or user experience.
- Collaborating with designers, developers, SEO Specialist, Marketing Specialist, and Project Managers.
- Contacting technical support incase of major issues on the website.
- Apply SEO best practices on every website we build.
- Configuring and managing DNS records.
- Rebuilding a website from other CMS to a wordpress website with exact design and functionality or vice versa.
- Common tools we are using developing wordpress website: DIVI, Elementor, ACF

Back-end Developer
Speakers Institute/Boomering INC.   *Apr 2018 - Jul 2020*

- Manage all Speakers Institute (SI) websites ensuring that the content is up to date and accurate. Ensure all websites are in line with SI branding guidelines and reflect the level of professionalism, quality and scale of the organization.
- Recommend, plan and execute enhancement strategies across all SI sites. Project manage the enhancements to ensure they are implemented on time, on budget and up to the high standards expected.
- Implement Google Analytics to measure the traffic, website performance and advertisement investment of all websites. Providing quarterly reports and recommendations on enhancements for each site based on the data.
- Integrate all marketing platforms with a seamless level of interaction ensuring an exceptional user experience.
- Develop a centralized Learning Management System (LMS) platform that is easy to navigate, user-friendly and accessible incorporating Protégé Central and SI Access in the same accessible portal. This LMS requires online courses with registration and an eCommerce platform.
- Maintain a high level of user experience on all sites. Ensure all SI websites are updated and error-free by conducting a daily review of all sites, cross-checking with relevant calendars and personnel. Specifically, the accurate representation of our Events and Programs.
- Support the planning, both front-end and back-end as required, to existing sites. Assist in the planning phase raising concerns around constraints to maximize success.
- Integration of our LMS website to Ontraport System (CRM).
- Customized WooCommerce payment gateway.
- Create multiple landing pages for our monthly webinar campaign.
- Create an Ontraport campaign for our online courses.
- Create and automate the online calendar events.
- Managing and setting up email accounts from WebMail (cPanel email) or G Suite.

Web Developer
Transformational Outsourcing Inc.   *Jan 2014 - Feb 2018*

- Create and modify custom code site themes, widgets and plugins for WordPress.

- Write the programming code, either from scratch or by adapting existing website software and graphics packages to meet business requirements.

- Create and develop a new website based on client goals and requirements to achieve web industry standards.

- Effectively wrote clean, minimalistic and reusable code for a website mockup.

- Convert PSD mockup design to a website.

- Implement and maintain content management systems, including installation, configuration, theme and plugin integration.

- Handle multiple projects simultaneously while ensuring all the projects were completed within the deadline date.

- Coordinate with the SEO for the implementation of the heading tags on all the pages and other technicalities.

- Configuring DNS records including (Nameservers, A, CNAME, MX and other records).

- Maintain, configure and troubleshoot servers.

- Optimize loading speeds and capacity.

- Lead content migration activities for web redesign projects.

Web Developer
JetFlight Aviation Services   *Mar 2013 - Jul 2013*

- Create an interactive website for the software that is made by the Computer programmer.

- Customizes the Database for the website.

- Implement a control panel for the admin to manage the website's information.

- Google Analytics (Web Monitoring).

- Create a Facebook app/tab page.

- Create an eCommerce website for the company.

Computer Technical Secretary
General Electro Mechanical Services and Fabrication   *Jan 2011 - Feb 2013*

- Design Business logo for official business activities & other requirements for project construction activities.

- Create a Billing statement for the project and cost-plus.

- Create a project quotation.

- PHP Programmer (create a payroll system).

CHARACTER REFERENCE

Provided herein in accordance with the formal request.