Jeanherline Santiago

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Permanent Resident (Green Card Holder)

EDUCATION

National University, Philippines   **2021 - 2025**
Bachelor of Science in Information Technology Major in Mobile and Web Applications

Baliuag University, Philippines   **2019 - 2021**
Science, Technology, Engineering, and Mathematics (STEM)
Graduated with High Honors

CERTIFICATIONS

Acquia Drupal Site Builder Practice Exam	**Jul 14, 2025**
Web Design Accessibility Certificate	**Jun 14, 2025**
Drupal For Beginners - Master Drupal Quickly	**Jun 14, 2025**
Illustrator 2024 Essential Training	**Jan 5, 2025**
WordPress Website with the Divi Theme	**Aug 5, 2024**
Graphic Design Essentials	**Aug 3, 2024**
Go High-Level: Managing GHL as a whole	**Jul 29, 2024**
WordPress: Building a Secure Site	**Jul 24, 2024**
WordPress Essential Training	**Jul 20, 2024**
SMART Android Mobile Apps Development for Beginners	**Jul 19, 2024**
Developing Designs for User Experience	**Jul 16, 2024**
Microsoft Office Specialist: Word (Office 2016)	**Jun 23, 2021**

WORK EXPERIENCE

BMG Outsourcing   **Mona Vale NSW, Australia**
Web Developer | SEO Specialist   **Jan 2025 – Present**
Part-time
- Design, develop, and maintain WordPress websites using Divi and Elementor to meet company and client specifications and enhance user experience.
- Execute SEO strategies including keyword research, on-page optimization, meta tag implementation, and content structuring to improve search visibility and rankings.
- Conduct comprehensive site audits using SEMrush and Screaming Frog to identify technical SEO issues, monitor health scores, and recommend actionable fixes.
- Perform website maintenance tasks: plugin/theme updates, cache cleanup, bug fixing, and regular manual and cloud site backups.

- Collaborate with cross-functional marketing and development teams in the Philippines, utilizing Agile workflows and tools such as Teamwork, Webex, Clockify, and SharePoint for asset management.

Whitehead Agency Group Inc.   **Ontario, Canada**
Senior Web Developer | Graphic Designer   **Jan 2025 – Present**
Freelance
- Design and develop responsive WordPress websites using multiple themes and builders (Divi, Elementor, etc.) while ensuring performance, accessibility, and brand consistency.
- Create logos, digital assets, and marketing materials using Adobe Photoshop and Illustrator to support campaigns and brand development.
- Write and implement custom code (HTML, CSS, JavaScript, PHP) to deliver tailored features and enhanced user experiences.
- Configure and integrate APIs, perform advanced WordPress settings, and optimize site speed, performance, and SEO.
- Manage website migrations, apply security hardening measures, and conduct regular backups for reliability and data protection.
- Collaborate with cross-functional teams and mentor junior developers to maintain quality and consistency across projects.
- Utilize Harvest, Google Drive, and Outlook for time tracking, task coordination, and project management.

NTV360   **Lakewood, Colorado**
Web Designer | Developer   **Aug 2024 – Jan 2025**
Full-time
- Designed and developed responsive WordPress websites and landing pages for franchisees and direct clients, ensuring consistency with branding guidelines and modern UX best practices.
- Conducted full SEO optimization including keyword implementation, metadata setup, schema markup, and page speed improvements, which led to improved search engine rankings.
- Migrated WordPress websites from staging to live environments using SiteGround and the All-in-One WP Migration tool, ensuring smooth transitions and data integrity.
- Set up Google Analytics 4, Google Search Console, and Meta Pixel to track user behavior, monitor performance, and support marketing insights.
- Collaborated with a remote team in an Agile workflow using Zoom for daily stand-ups, Monday.com for task management, Google Chat for coordination, and Google Drive for asset sharing and file management.
- Handled plugin installations and updates, resolved technical issues, and performed regular content updates to maintain website security and functionality.

LinkT Business Solutions   **Ontario, Canada**
Marketing Director   **Sept 2023 – Jan 2024**
Start-up Company
- Led end-to-end digital marketing initiatives and website development projects for clients in various industries.
- Designed user interfaces and customer journeys in Figma, then built responsive Webflow and WordPress websites using Divi and Elementor.
- Executed comprehensive on-page SEO strategies, conducted keyword and competitor research, and tracked site health using tools like Semrush and Screaming Frog.
- Facilitated client discovery calls, developed project timelines, and managed task delegation to ensure timely and high-quality deliverables.
- Oversaw social media content planning, visual asset creation, and campaign scheduling across major platforms including Facebook, Instagram, and LinkedIn.
- Contributed to branding decisions, internal process development, and business strategy during the startup's initial growth phase.

- Utilized Adobe Digital Asset Manager (DAM) to organize, tag, and distribute creative assets across web and marketing channels.

WebBlend Global Solutions   **Bulacan, Philippines**
Web Developer   **Jun 2022 – Aug 2023**
Freelance
- Developed custom WordPress websites tailored to client specifications using Astra, Divi, and Elementor, ensuring responsive design and intuitive user experience.
- Conducted project scoping sessions to gather business requirements and translated them into functional, visually compelling web solutions.
- Implemented security best practices including regular backups, plugin/theme vetting, and brute-force protection to ensure site stability and safety.
- Optimized websites for speed and performance by refining theme code, compressing assets, and configuring caching and CDN settings.
- Maintained clear and timely client communication through scheduled video calls and real-time chats, ensuring transparency and project alignment.
- Deployed websites using Hostinger's hosting infrastructure, ensuring proper SSL setup, cross-device responsiveness, and foundational SEO configuration for launch readiness.

VOLUNTEERING

WordCamp Europe 2026   **ICE Kraków Congress Centre in Kraków, Poland**
Organizer – IT Team   October 2025 – Present

WordCamp Asia 2025   **Philippine International Convention Center (PICC) in Manila**
Volunteers Team   February 2025

WordCamp Cebu 2024   **Golden Peak Hotel, Cebu City, Philippines**
Volunteers Team   August 2024

SKILLS

Web & App Development
- Languages & Scripting: HTML5, CSS3/SCSS, JavaScript, jQuery, PHP, Java, Python, C++, Dart
- Frameworks & Libraries: React JS, Flutter, FlutterFlow, Bootstrap, Tailwind CSS, Node.js
- Databases & Backend: MySQL, Firebase (Auth, Firestore, Storage), Apache (XAMPP), RESTful APIs
- Development Skills: Dynamic content rendering, form validation, state management

WordPress & CMS Development
- WordPress: Divi, Elementor, Astra, WooCommerce
- Other CMS Platforms: Drupal, Shopify
- Custom post types, ACF fields, schema markup, mobile responsiveness
- Website deployment via SiteGround, Hostinger, GoDaddy using AIO Migration or Migrate Guru
- Maintenance: staging workflows, plugin/theme updates, site backup & recovery

UI/UX & Visual Design
- Wireframing and prototyping with Figma, Adobe XD
- Logo and branding: Adobe Illustrator, Canva, Photoshop
- Responsive design, mobile-first development, Web Accessibility Standards
- Usability testing, design system implementation, cross-browser compatibility
- Digital Asset Management with Adobe DAM, SharePoint, and Google Drive for organizing and distributing branded visual content

SEO & Analytics
- On-page SEO (meta tags, headers, image optimization, schema)
- Tools: RankMath, Yoast SEO, Semrush, Screaming Frog, Ahrefs
- Google Analytics (GA4, event tracking, behavior flow),
  Google Search Console (indexing, performance monitoring, url removal or disavowal, error resolution)
- Core Web Vitals optimization and performance tuning

Forms & Data Collection
- Experience with Jotform, CF7, WPForms, and 123Forms for dynamic form building and integrations
- Implemented conditional logic, email notifications, and CRM syncing for lead capture
- Troubleshot form delivery issues and integrated forms into websites seamlessly

Project & Workflow Management
- Agile methodologies: sprint planning, backlog grooming, iterative releases
- Tools: Monday.com, ClickUp, Teamwork, Clockify, Notion
- Ticketing system experience for client support, bug tracking, and task assignment
- Organized communication via Slack, Google Chat, Webex, Zoom
- Created documentation and progress updates for both internal teams and clients

CRM & Automation
- Platforms: HubSpot, GoHighLevel, Pancake CRM
- Marketing automation with Botcake across Messenger, Instagram, WhatsApp, Zalo

Hosting, Deployment & Security
- Platforms: SiteGround, GoDaddy, Hostinger, Hostpapa
- Domain & DNS management, SSL installation, cPanel & FTP (FileZilla), phpMyAdmin
- Security best practices for WordPress: plugin auditing, brute force prevention, regular backups

Multimedia & Live Engagement
- Video editing: CapCut, Filmora, PowerDirector, KineMaster
- Streaming: OBS Studio (scenes, overlays, transitions, mic/cam sync)
- Voiceovers, subtitles, and branding for video content

AI & Productivity Tools
- Prompt engineering with ChatGPT, Claude, GitHub Copilot, Microsoft Copilot
- Microsoft Office Specialist: Word, proficient in Excel (formulas, formatting) and PowerPoint
- Google Workspace (Docs, Sheets, Forms, Drive), document organization and permissions

Languages
- English – Fluent
- Filipino – Native

REFERENCES
Available Upon Request.