

Jeanherline Santiago

460 Forbes Avenue, Rensselaer, NY 12144 | 518-542-9241 | hello@jeanherline.dev

EDUCATION

National University, Philippines <i>Bachelor of Science in Information Technology</i> Major in Mobile and Web Applications GPA Equivalent: 3.7 / 4.0 (Philippine CGWA: 3.43)	2021 - 2025
Baliuag University, Philippines <i>Science, Technology, Engineering, and Mathematics (STEM)</i> Graduated with High Honors	2019 - 2021

CERTIFICATIONS

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
SMART Technopreneurship 101	Jul 9, 2024
Microsoft Office Specialist: Word (Office 2016)	Jun 23, 2021

WORK EXPERIENCE

BMG Outsourcing Part-time Web Developer SEO Specialist	Mona Vale, New South Wales Jan 2025 – Present
<ul style="list-style-type: none">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, and Clockify for efficient task coordination.	

NTV360**Full-time Web Designer | Developer****Lakewood, Colorado****Aug 2024 – Jan 2025**

- 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, and Google Chat for coordination.
- Handled plugin installations and updates, resolved technical issues, and performed regular content updates to maintain website security and functionality.

LinkT Business Solutions**Digital Marketing Manager****Ontario, Canada****Sept 2023 – Jan 2024**

- 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.

WebBlend Global Solutions**Freelance Web Developer****Bulacan, Philippines****Jun 2022 – Aug 2023**

- 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.

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

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
- Troubleshoot 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.