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ELIZA MAGNO

SENIOR WORDPRESS DEVELOPER |
PROJECT MANAGER | WEB DESIGNER



PROFESSIONAL SUMMARY

Creative and detail-oriented WordPress Developer with 10+ years of experience building custom themes, designing user-friendly interfaces, and delivering responsive, high-performing websites. Skilled in front-end development using HTML, SCSS, JavaScript, and PHP, with a strong grasp of UI/UX principles, ACF, and Gutenberg. Experienced in managing remote teams and projects from wireframe to launch, always prioritizing clean code, intuitive design, and business results. Proven track record of delivering websites and digital marketing strategies to clients across industries including education, healthcare, hospitality, construction, e-commerce, retail, politics, media, SaaS, services, and local government.

EMPLOYMENT HISTORY

JAN 2025 - PRESENT

Senior Web Developer & Digital Marketing, Lumi Digital Creative Agency, New Jersey

- Lead UX/UI design for diverse client websites, enhancing user engagement and satisfaction.
- Oversee multi-platform digital marketing campaigns, achieving measurable client growth.
- Collaborate with cross-functional teams to optimize marketing strategies for SMBs.
- Manage design projects, ensuring timely delivery and high-quality standards.
- Implement data-driven solutions, improving campaign performance and ROI.
- Developed and implemented responsive design frameworks, enhancing site performance and accessibility for a diverse client base.
- Developed custom digital marketing strategies, enhancing brand visibility and driving marked gains in lead generation for clients.

FEB 2016 - DEC 2018

Regional Consultant, Kudos Web, New Zealand

- Represented the company before IT teams in Southeast Asia
- Actively managed projects and our team of web & graphic designers, web developers, and social media production staff.
- Managed web development and support team in the Philippines
- Personally oversaw contracts and served as a consultant for clients from remote staffing, customer discovery sessions to turnovers and trainings
- Setup training for client's IT team for company's Content Management System
- Performed as a consultant for various digital marketing and web design & development projects for local and international clients (US/UK/ Australia / New Zealand / Parts of Asia)
- Worked as lead front-end developer, senior web & graphic designer, and social media strategist for various clients.

JAN 2011 – DEC 2024

CEO / Founder , Illumedia Outsourcing, Inc., Philippines

- Led a skilled IT team, enhancing project delivery and client satisfaction.
- Managed complex web development projects, achieving measurable client success.
- Designed and implemented websites, improving client engagement.
- Oversaw diverse teams, fostering collaboration and efficiency.
- Assisted clients in achieving outsourcing goals, optimizing resources.
- Fostered a culture of teamwork by coordinating cross-functional efforts, enhancing communication and collaboration across departments.
- Mentored team members to strengthen skill sets and boost morale, contributing to a more engaged and productive workforce.
- Spearheaded strategic initiatives to streamline operations, resulting in substantial improvements in project turnaround times and client satisfaction.
- Coordinated cross-departmental projects, fostering teamwork that improved resource allocation and overall project efficiency.
- Maintained comprehensive project documentation, ensuring transparency and accountability while upholding compliance with industry standards.

AUG 2009 – AUG 2011

Web Designer, Socalarts, Los Angeles

- I was an independent contractor that designed and developed interactive websites using Flash AS3 and PHP.
- Created WordPress sites enhancing user engagement through intuitive design.
- Implemented JavaScript for dynamic web functionalities, improving user experience.
- Collaborated with clients to deliver custom web solutions, meeting specific needs.
- Implemented JavaScript functionalities, creating dynamic experiences that significantly improved overall user satisfaction.

EDUCATION

JAN 2005 – DEC 2009

Information Technology, Majoring in Multimedia, Informatics College, Quezon City, Philippines

JAN 2000 – DEC 2003

Computer Science, Ateneo de Davao University, Davao City, Philippines

SKILLS

HTML5



JavaScript



MySQL



Shopify



SEO



Photoshop



CSS3 / SCSS



PHP



WordPress



UX/UI



Bootstrap



Illustrator



Figma



Communication



Content Strategy



Responsive Design



E-commerce



Wireframing



Creative Problem Solving



Social Media Strategy



ACF Custom Post Types and Fields



Elementor



WordPress Plugin Development



WordPress Hooks



Schema Markup / Structured Data



Google Analytics



Git / Version Control



LocalWP / XAMPP



WooCommerce



Leadership



Project Management



Client Relations



Digital Marketing



Graphic Design



A/B Testing



Database Management



Accessibility Standards



Gutenberg Blocks



Divi



Plugin Integration & Troubleshooting



Figma



Google Search Console



Technical SEO



cPanel / FTP / DNS Management



VSCode



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