

JANLY S. EDJEC

Web Developer VA | Full-Stack Developer

Asia/Manila (UTC+8)

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PROFESSIONAL SUMMARY

Full-Stack Web Developer with 6 years of experience building, maintaining, and optimizing websites and web applications. Strong expertise in Laravel, Vue, Tailwind, and MySQL, along with hands-on experience in WordPress, Ghost CMS, Duda, and Framer.

Experienced in SEO implementation, analytics setup (Google Analytics, Bing Analytics, Google Search Console), structured data optimization, and performance improvement.

In addition to development, I have supported SEO administration, website content management, digital marketing coordination, reporting, and technical QA processes.

Reliable, detail-oriented, and comfortable working in remote, async environments while collaborating with cross-functional teams.

CORE SKILLS

Development

- Laravel
- Vue.js
- Tailwind CSS
- MySQL
- REST API integration
- Role-based authentication systems
- CRUD system architecture
- Database design & relational modeling
- Application performance optimization

WordPress & CMS Management

- WordPress theme customization
- WPBakery / Page builder configuration
- Plugin configuration & troubleshooting
- Ghost CMS
- Duda
- Framer
- Website content publishing & blog management
- Website backups & security monitoring

SEO & Digital Marketing Support

- On-page SEO optimization
- Technical SEO audits
- Schema markup implementation (JSON-LD)
- Google Analytics (GA4)
- Bing Webmaster Tools
- Google Search Console
- Sitemap configuration & indexing
- Keyword research (Ubersuggest, SEMrush exposure)
- SEO reporting & performance tracking
- Conversion-focused landing page optimization

E-commerce & Admin Support

- Basic e-commerce management (product listings, content updates)
- Content editing & formatting
- QA checks (broken links, formatting issues, speed checks)
- Marketing asset updates
- Documentation & task tracking (Trello / Notion)
- Cross-team coordination

Design & Creative Tools

- Adobe Photoshop
- Adobe Premiere Pro
- Canva
- Figma (Landing page layout & UI structuring)

Work Approach

- Async communication
 - Independent problem solving
 - Clear documentation & reporting
 - Detail-oriented & deadline-driven
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PROFESSIONAL EXPERIENCE

Full-Stack Web Developer

Atelier Lumikha

Sol Y Mar Building, Rizal Blvd, Dumaguete City
2019 – Present

- Developed and maintained full-stack web applications using Laravel, Vue, and MySQL.
 - Built role-based dashboards and internal administrative systems.
 - Designed and implemented CRUD workflows and backend validations.
 - Improved site performance and reduced load times through optimization.
 - Integrated and configured analytics tools (GA4, Bing Analytics, Google Search Console).
 - Implemented structured data (schema markup) to enhance search visibility.
 - Conducted technical SEO improvements including sitemap setup and indexing optimization.
 - Managed website content updates and publishing workflows across WordPress and CMS platforms.
 - Performed QA checks including link validation, formatting fixes, responsiveness checks, and performance audits.
 - Collaborated with marketing teams to support landing page optimization and conversion improvements.
 - Maintained documentation, reporting templates, and structured project tracking.
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Web Development & CMS Support (WordPress, Ghost, Duda, Framer)

- Configured WordPress themes and plugins (including SEO tools such as Yoast).
- Customized layouts using page builders and CSS adjustments.
- Optimized blog posts and website content for search visibility.
- Implemented metadata, structured headings, and internal linking improvements.
- Maintained website security updates, backups, and performance checks.
- Assisted with marketing content publishing and landing page updates.

SELECTED PROJECTS

Laravel + Vue Dashboard System

- Built a role-based dashboard with authentication and CRUD functionality.
- Designed clean UI using Tailwind CSS.
- Integrated analytics and tracking tools.
- Improved usability and system efficiency.

SEO & Analytics Setup

- Configured Google Search Console and sitemaps.
- Implemented GA4 and Bing Analytics tracking.
- Conducted technical SEO checks and indexing improvements.
- Delivered structured reporting templates for performance monitoring.

Responsive Landing Page Builds

- Developed modern, responsive landing pages.
- Focused on fast load times and clean UI structure.
- Optimized metadata and on-page SEO elements.

EDUCATION

Graduate in Bachelor of Science in Computer Science
Diaz College (2015-2016)