Giovanni Diola Tan |Hosting Support | Web Developer | Marketing Automator

Email : giovanni.tan@mail.com | Mobile : 0451 992 495

Address: 61B Boomerang Road, Croydon Park, South Australia

Portfolio: giotan.com

SUMMARY

- CMS Developer, web security, web server/CPanel background for over 8 years of experiences.
- Automation expert, data analysis, marketing funnel, sms and campaigns
- Specialized in Content Management System, Web optimization, Rest API, Integration and ICT security
- Adding great customer feedback design to implementation development.
- Awarded as top employee my corporate years with good track of attendance, work ethic and honesty.
- High troubleshooting skills and can perform minimum supervision.
- Time management, communication skills work ethic and teamwork.
- SEO principles, knowledgeable in paid ads, sales funnel and email marketing.

Web Developer | Casual | Seasonal (November 2023 - Present)
MyAdd Advertising - L1, 4/6 Montrose Avenue, Norwood SA 5067

- Consult with clients to identify their web and marketing goals and target audience.
- Translate clients and development team needs into actionable website development plans.
- Design user-friendly and visually appealing website interfaces.
- Custom develop websites using coding languages or website building platforms on certain client
- Integrate data, applications, multimedia content, and plugins.
- Ensure website functionality and troubleshoot any technical issues.
- Optimizing existing website
- Implement google ads and SEO principles
- Work collaboratively with developers and marketing to identify technical challenges and limitations.
- Exploring creative solutions and functionalities for the website.
- Evaluate the feasibility of proposed solutions considering technical expertise, budget, and client goals.
- Bridge the gap between client vision and technical implementation by translating ideas into actionable plans for the developer(s).

Marketing Automation | Part time | October 2023 - January 2023
Femme Digital Wealth

- Administer and maintain marketing automation platform (GHL)
- Configure and optimize workflows, email campaigns, landing pages, and lead scoring models
- Develop and execute automated lead nurturing programs
- Develop custom integrations using APIs and web development technologies (HTML, CSS, JavaScript)
- Analyze marketing automation data to measure campaign performance and identify areas for improvement
- Develop A/B testing strategies to optimize campaign effectiveness
- Ensure campaigns align with overall marketing strategy and objectives

Web Developer | Full Time (March 2 - July 14, 2023) | Part Time (July 17 - Sept 13)
Anomaly - Suite 3, 1/183 Melbourne Street North Adelaide, SA 5006

- Developing and maintaining WordPress-based websites.
- Developing custom WordPress themes and plugins.

- Troubleshooting and debugging WordPress websites.
- Make use of google ads, FB ads, SEO principles and other forms of digital marketing
- Collaborating with cross-functional teams to implement design and functionality changes.
- Ensuring website performance, including website speed, optimization, and security.
- Updating website content, including text, images, and videos.
- Ensuring the website is mobile-responsive and compatible with multiple browsers and devices.
- Staying up-to-date with the latest WordPress and web development trends, tools, and techniques.
- Conducting website backups and ensuring disaster recovery plans are in place.
- Managing website hosting, server configurations, and DNS settings.
- Providing technical support and training to clients and team members.
- Testing website functionality and implementing quality assurance processes.
- Connecting WordPress websites to third-party APIs to enhance functionality.
- To create custom API from 3rd party documents.
- Rest API setup, API testing configuration and functionality.
- Creating proposals for WordPress development projects, including scoping, timelines, and cost estimates.
- Writing and maintaining technical documentation for WordPress websites and projects.
- Ensuring cross-browser compatibility and responsiveness of WordPress websites.
- Implementing web security measures, such as SSL certificates and firewalls, to protect WordPress websites from cyber threats.
- Managing server and hosting configurations to ensure optimal performance and uptime.
- Conducting regular maintenance tasks, such as updates, backups, and performance optimizations.

RipplePop - Chicago, United States | Wordpress Developer (Aug 19, 2020 - January 23, 2023)
Contact Person and Number: Jordan Johnson | 1-224-406-0800
- Conduct client interviews and workshops to gather their vision, goals, and target audience for the website.
- Analyze existing websites, martketing or competitors to identify best practices and areas for improvement.
- Translate client requirements into clear and actionable project specifications.
- Conduct research to better understand user behavior and preferences.
- Create detailed wireframes to outline the website's layout and user flow.
- Design mockups and prototypes to visualize the website's and interactive elements.
- Develop and implement technical specifications for front-end and back-end developments.
- Employ performance optimization techniques to ensure fast loading times and smooth user experience.
- Implement security measures to protect the website from cyberattacks.
- Test all website features and functionality across different browsers and devices.
- Proficiently utilize HTML, CSS, and JavaScript to create interactive and engaging web pages.
- Employ PHP and MySQL to develop dynamic and data-driven web applications.
- Ensure that websites are responsive and adapt to different screen sizes and devices.
- Possess strong knowledge of popular CMS platforms such as WordPress and Drupal.
- Customize CMS themes and plugins to match the client's specific needs and branding.
- Develop custom modules and extensions to extend the functionality of CMS-based websites.
- Analyze website performance using tools like Google PageSpeed Insights and GTmetrix.
- Contribute to overall quality assurance processes to ensure the website meets client expectation.
- Handle marketing campaigns, Analytics, SEO, Facebook and google ads.

Opus Inc - Cebu, Philippines | Web Developer – (April 28, 2020 – May, 28 2021)
Contact Person and Number: OPUS HR | 0933 - 970 - 8701

• Conduct vulnerability assessments, penetration testing, and security audits of websites and web applications.

• Analyze and assess security risks and vulnerabilities in web systems.

• Creating better UI and navigation user experience

• Maintaining backend functionality to make sure user can pay without any error

• Payment integration and web security

• Custom PHP build for paystub custom page

• Generating WordPress themes and plugins.

• Conducting and analyzing website performance tests.

• Troubleshooting content issues and report any errors to senior developers

• Monitoring the performance of the live website

LGM Creative LLC - New York, United States | Web Developer - (January 7, 2019 - February 14, 2020)
Contact Person and Number: Lawrence Mannino | 1-516-527-2647

• Meeting with clients to discuss website design and function.

• Designing and building the website front-end.

• Creating the website architecture.

• Designing and managing the website back-end including database and server integration.

• Custom Development

• Generating WordPress themes and plugins.

• Conducting website performance tests. Troubleshooting content issues.

• Conducting WordPress training with the client.

• Monitoring the performance of the live website.

• Web and server security

IONOS (Formerly 1and1)– Cebu, Philippines |Technical Support Representative
(April 20, 2015 - May 28, 2016) and (September 26, 2016 - June 22, 2018)
Contact Person and Number: Sharon Diolan | 0956 - 130 - 8196

• Support Domain, cloud, DNS, Email and Website issues (mostly wordpress)

• Troubleshoot bug issues for Websites and after Sale support

• Manage Cloud and hosting security

• Escalating ticket to T3 support

• Help customer navigate and educate control panel/cpanel

• Web design using in-house web builder(Doodle)

• Provide excellent customer service and technical support

• Communicate with customers over the phone and email inbound and outbound

• Effectively walk through a customer to complete all necessary troubleshooting steps while providing exceptional customer experience
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EDUCATION

Albright Institute - Adelaide Campus (2023 - 2024)
- Advanced Diploma of Information Technology

Saint Vincent College (2010 - 2014)
- BS in Information Technology
- With Leadership Award

SEMINAR, TRAINING AND CERTIFICATE

Google Foundation of Cybersecurity (2023)
Google Business Group (Symph) 2018
UI Design (Symph) 2018
Search Engine Optimization (Symph) 2018

SKILLS

Frontend
HTML, CSS, Bootstrap, PHP,
Javascript, Jquery, Ajax, HTMX

Backend
PHP, Javascript, SQL

Mobile or Cross platform
Flutterflow

Database
MySQL, MsSQL, Firebase,
Supabase

UI/UX Design
Figma, XD, Canva, PSD

eCommerce
Woocommerce
Shopify
s2member

CRM
Hubspot
GHL
Salesforce
Zoho
More

CMS
Wordpress
Drupal and More

REST API
Postman
JSON
XML
CURL

Web Builder
Elementor
Divi
Visual Composer
WPBakery
Webflow
Wix

Servers
Any cPanel
Cloud Server

Automation
Zapier
Make and More

Software
Adobe and Microsoft Products

Tools
FileZilla
GIT
Putty

Artificial Intelligence
ChatGPT
Bard
many more

Project Management
Monday
Trello
Jira
Asana
Many more

Marketing
SEO
Google Ads
Facebook Ads
Email & SMS Marketing

CHARACTER REFERENCES

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