

# John Cloed Guarra

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<https://johncloed.github.io/portfolio/>

## Summary

A Web Developer and Digital Marketer, I have a proven track record of delivering results for companies, agencies and startups. I have collaborated with talented individuals to create digital products and services catering to both business and consumer needs. I am eager to contribute my knowledge and skills in a dynamic and collaborative IT environment. I am enthusiastic about actively participating in innovative projects that align with the organization's goals.

## Experience

### Web Developer and Digital Marketing Specialist

ATX Reels

Sep 2023 - Dec 2023 (4 months)

Responsibilities:

- Templated web development services
- Designing, setting up, and optimizing Facebook, Instagram, and Google Ads

### Marketing Advertising Specialist

Sinclair Media Tech

Jan 2023 - Dec 2023 (1 year)

Responsibilities:

- Monitor website performance, troubleshoot issues, and implement necessary improvements.
- Developing and implementing social media marketing strategies to meet specific business goals, such as increasing brand awareness, driving website traffic, or generating leads.

### Wordpress Developer and SEO Specialist

RADSEO

Jul 2022 - Jan 2023 (7 months)

Responsibilities:

- Building and maintaining WordPress websites, themes, and plugins.
- Managing and updating website content, including text, images, and multimedia.
- Implementing basic SEO practices, such as optimizing meta tags, headers, and images for search engines.

## Education



### Camarines Norte State College

Bachelor of Science - BS, Information Technology

Aug 2020 - 2024

## **Microsystem College Foundation Inc.**

Senior High School, Computer Programming

Jun 2018 - Apr 2020

## **Licenses & Certifications**



**Creating Portfolios Using Adobe Express** - Creative Nation Academy Corporation



**11th Bicol Youth Congress in Information Technology** - Camarines Sur

Polytechnic Colleges



**Google Ads - Measurement Certification** - Google

113627116



**Google Ads Search Certification** - Google

113583992



**Google Analytics Individual Qualification** - Google

113682625

## **Skills**

Web Development • Bootstrap (Framework) • Java • HTML5 • Cascading Style Sheets (CSS) • C# •  
MySQL • JavaScript • PHP • Visual Basic .NET (VB.NET) • Unity 3D • Microsoft Office •  
Digital Marketing • Social Media Management