

NORWIN B LACSON

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SUMMARY OF SKILLS AND CAREER HIGHLIGHTS:

Web Development – More than 7 years of website development and design experience using Wordpress, PHP, HTML, CSS, Bootstrap, Click Funnel (i.e. For Landing Pages). Also I have work on other Email Marketing Tools like Active Campaign, Aweber and Mailchimp.

SEO/SMM – More than 2 years of experience in On-Page Optimization , Site Optimization , Google Search Console and Google Analytics. And also, handling some social media management and FB ads. I use MOZ and Raven Tools to analyze the website and fixed them.

System Development – More than 4 years of system development and automation experienced using PHP/MySQL , VB.net and C#.

Project Management – Conceptualized, managed, and initiated several website and System development projects during my corporate work and Homebase Work.

EMPLOYMENT HISTORY:

ADVENTURE BEYOND GROUP

SEO Specialist

April 2019 - December 2020

- Perform On Page SEO / OffPage SEO.
- Analyzing websites using MOZ Tools.
- Fixing technical errors related SEO
- Google my Business Optimization

BRIGHT SKY LEADS

SEO Specialist / Wordpress Developer

Jan 2019 - April 2019

- Developed and designed Websites using Wordpress .
- Perform OnPage SEO / OffPage SEO.
- Analyzing website using Raven Tools.
- Creating video tutorials how to fix some of the standard practice in OnPage SEO
- Adding Google Analytics to the websites and Configure to Google Search Console.

MP MARKETING / VA HEROES / H2CGROUP / STEVEN

FREELANCE Wordpress Developer

May 2014 – November 2020

- Developed and designed Websites using Wordpress . From Installation to deployment of live websites. From Simple Blog website , Landing Pages and E commerce Site
- Perform Site Audit and OnPage SEO
- Update the progress of the project to Client.
- Perform Graphics Design if needed.
- Train the Staff of other client if needed.
- Maintain and update the website regularly (Wordpress updates, Plugins updates, Database backup, uploading of products in Woo Commerce.
- Manage the team of developer and designer

MSME WEB SOLUTION – PROJECT BASE

PHP/MYSQL DEVELOPER / WORDPRESS DEV

May 2014 – May 2018

- Developed and designed Websites using Wordpress
- Developed System Using Php/MySQL

SAT-A CORP.

SYSTEM DEVELOPER (VB.NET)

Clarkfield, Pampanga April 2010 – March 2014

- Project Manager
- Understood the External Specification from the Customer.
- Created documents and specifications of the system, performed coding, created and reviewed project documents (Internal Specification and Supporting Documents)
- Prepared module and Integration test cases.
- Conducted Unit, Module and Integration Testing.
- Provided support during system testing, user acceptance testing and warranty periods.
- Performed quality and function reviews during the development phase.
- Estimated the project development duration based on the customer demand, resources, and man hours.
- Updated Technical Design specifications as necessary.
- Communicate with supervisors, Team members and overseas group companies.

- Submitted accomplishment and task reports on a daily and weekly basis as required by superior.
- Supported system users globally whenever problems/troubles are encountered during System operation.
- Contributed to the Company's continuous programs through quality circle activities.

JAPAN BUSINESS TRIPS / DISPATCH

SUMITOMO ELECTRIC INFORMATION SYSTEM CO. (October 2010 – November 2010)

45-7 Meieki, 2-Chrome Nakamuraku, Nagoya, Aichi, Japan

Task description (Project: CHS MAZDA Data Conversion System)

- **Project Member**
- Developer
- Support for the confirmation and negotiation of the project

SUMITOMO ELECTRIC INFORMATION SYSTEM CO. (September 2011 – December 2011)

45-7 Meieki, 2-Chrome Nakamuraku, Nagoya, Aichi, Japan

Task description (Project: SUZUKI Data Conversion System)

- **Bridge Support Engineer**
- Support in Development (Coding and creation of documents)
- Support for the confirmation and negotiation of the project

SUMITOMO ELECTRIC INFORMATION SYSTEM CO. (February 2013 – April 2013)

45-7 Meieki, 2-Chrome Nakamuraku, Nagoya, Aichi, Japan

Task description (Project: NISSAN Data Conversion System)

- **Bridge Support Engineer**
- Support in Development (Coding and creation of documents)
- Support for the confirmation and negotiation of the project

EDUCATIONAL ATTAINMENT:

SYSTEMS PLUS COLLEGE FOUNDATION

Balibago, Angeles City

B.S in Information Technology

2007 – 2010

SYSTEMS PLUS COLLEGE FOUNDATION – Miranda Branch

Mirada Street, Angeles City

Associate in Computer Science

2005 – 2007