

Mark Anthony Intas

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Professional Summary

Creative and detail-oriented Web Designer and Developer with extensive experience in designing and developing WordPress and Shopify websites. Specializing in creating engaging and user-friendly websites for small businesses, start-ups, and non-profit organizations. Proven track record in increasing brand awareness and customer engagement through innovative design and strategic digital marketing.

Skills

- **Graphic/UI/UX Design:** Figma, Illustrator, Photoshop, Adobe XD, Framer, Balsamiq, InVision, PowerPoint
 - **Web Development:** HTML, CSS/SCSS, JavaScript, VS Code, GitHub, WordPress, Elementor, Bricks Builder
 - **Shopify Development:** Shopify platform management, Theme customization, and App integration.
 - **CRM Management:** Zoho CRM, Zoho Invoice customization, Automation using Zapier
 - **Software and Applications:** Presentation tools, Rapid prototyping, Team leadership and collaboration
 - **Additional Skills:** Deadline management, SEO optimization, Marketing integrations
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Experience

Project Manager for Building Ecommerce Websites

RAC Industries

2020 – 2024

- Led the development and launch of multiple Shopify and WooCommerce websites, ensuring high-quality and timely delivery.
- Managed cross-functional teams, coordinating between designers, developers, and marketing specialists.
- Implemented custom themes and integrated various Shopify apps to enhance functionality and user experience.
- Conducted regular site audits and performance reviews to optimize user engagement and sales conversions.
- Provided ongoing support and training to clients for Shopify and Wordpress store management.

Zoho CRM Manager

RAC Industries

2023 – 2024

- Customized Zoho Invoice to streamline billing processes and improve client satisfaction.
- Managed automation workflows using Zapier to enhance efficiency across various business operations.
- Integrated Zoho CRM with other platforms to ensure seamless data flow and improve sales tracking.
- Provided training and support to staff on the use of Zoho CRM and related tools.

Freelance Web Designer/Developer

markintas.design

Design and build WordPress websites that delight customers through a blend of front-end engineering and design experiences. Specializing in small businesses, start-ups, coaching and consultation services, eCommerce, and non-profit organizations.

Web Designer and Developer

Simple Choice Insurance Brokerage LLC

August 2021 – March 2022

- Researched and designed the rebranding of the company's website.
- Developed a live website using WordPress and Elementor.

- Optimized SEO and installed marketing integrations.

Web Designer and Developer

GrowPoint PH

January 2022 – August 2022

- Designed and developed a website to increase the organization's brand awareness.
- Installed LMS features for training and equipping.

Landing Page Designer

One Eighty Education

February 2021 - August 2021

- Designed and developed landing pages for marketing campaigns using Kajabi and Clickfunnels.
- Optimized for SEO and installed marketing integrations.

Media Buyer

PhoneHawks Telemarketing

August 2020 – December 2020

- Designed and developed digital marketing plans for Facebook ads.
- Developed a cross-channel social media platform to engage customers on Facebook, Instagram, and LinkedIn.

Facebook Media Buyer

BOS Korean

October 2020

- Ran a small marketing campaign to increase local store visits.
- Successfully implemented an ad campaign that led to 4,696 post engagements, an 11,178% increase in page followers, and tripled store visit frequency.

Achievements

- **Junior Programmer of the Year** - Award received during Associate Course in Computer Science.
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Education & Training

Bachelor of Science in Computer Science

Negros Oriental State University

2007-2012

Introduction to UX Design

Coursera

2021

References

Available upon request.