

EMMANUELLE V. ABENDAN

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PROFESSIONAL SUMMARY

Web Developer with 15+ years of experience building and maintaining websites across WordPress, HubSpot, Shopify, and other CMS platforms. Skilled in PHP, JavaScript, MySQL, and responsive web development.

PROFESSIONAL EXPERIENCE

SOFTWARE DEVELOPER / MAINTENANCE DEVELOPER

Emapta (Absorbed from Deployed) – Pasig City, NCR | March 2025 – Present

Deployed – February 2022 – March 2025

- Maintained and supported government web applications built on Ruby on Rails, overseeing deployments, infrastructure, security, and performance optimization using AWS, Docker, Kubernetes, and CI/CD pipelines.
- Executed infrastructure and application upgrades, managing dependencies, libraries, and frameworks to ensure stability, compatibility, and long-term maintainability.
- Applied codebase, system, and security updates, including remediation of deprecated functions, libraries, APIs, and known vulnerabilities.
- Sustained CI/CD pipelines through automated testing, linting, accessibility audits, security checks, and deployment workflows.

FREELANCE WORDPRESS DEVELOPER (Part-Time)

May 2022 – January 2023

- Developed custom WordPress themes and PHP-based functionality for major real estate companies, utilizing custom post types, hooks, and filters to deliver responsive websites and content management solutions that supported digital marketing and lead generation initiatives.

FRONT-END DEVELOPER

ShareSource Australia – Makati City, NCR

February 2021 – December 2021

- Developed scalable automation templates for print, events, email, and social media campaigns.
- Built and optimized HTML, CSS, and JavaScript solutions for the Template Utilities Library and template enhancements.
- Participated in UI/UX planning sessions, offering actionable feedback to improve user interface design and usability.
- Partnered with Customer Support, Delivery, and other teams to refine templates based on real-world usage and feedback.
- Developed and supported customer design systems using iterative research, user testing, and lifecycle improvements.

SENIOR WEB DEVELOPMENT SPECIALIST

StraightArrow Corporation – Pasig City, NCR

November 2018 – January 2021

- Led end-to-end website delivery, transforming wireframes and mockups into responsive solutions using HubSpot, WordPress, Shopify, and other CMS platforms.
- Served as technical lead and primary client contact, translating business requirements into technical solutions and ensuring alignment throughout project delivery.
- Developed and maintained responsive HTML email templates and marketing assets, collaborating with designers and marketers to support campaign initiatives.
- Provided ongoing technical oversight for client websites, including issue resolution, performance optimization, and continuous improvement initiatives.

- Collaborated with cross-functional teams to ensure efficient delivery, while mentoring junior developers and guiding implementation best practices.
- Enforced coding standards, development workflows, and quality practices to ensure consistency, scalability, and maintainability across projects.
- Contributed to project planning, estimation, and delivery management, ensuring timelines and quality targets were consistently met.

FRONT-END WEB DEVELOPER

TATA Consultancy Services (Absorbed from HIBU) – Taguig City, NCR

June 2015 – October 2018

- Built responsive, cross-browser compatible websites using HTML, CSS, and JavaScript on the DUDA CMS platform.
- Converted PSD designs into interactive, standards-compliant web pages.
- Applied clean, scalable CSS to maintain structure, consistency, and maintainability across projects.
- Updated existing websites based on client requirements, ensuring alignment with brand and usability standards.
- Tested and verified functionality across devices and modern browsers to ensure consistent user experience.

WEB DESIGNER / GRAPHIC DESIGNER

HIBU (formerly Yell Adworks; absorbed from MicroSourcing) – Quezon City, NCR | July 2010 – June 2015

MicroSourcing – July 2010 – October 2010

- Designed and refined graphics, logos, and page elements aligned with branding guidelines and design requirements.
- Assembled website layouts based on client specifications, ensuring usability and visual consistency.
- Built websites using CMS platforms such as Websplanet, FatWire, and Moonfruit by converting visual mockups into fully interactive, functional pages.
- Managed content updates and implemented revision requests across various client websites.
- Enhanced web visuals through image cropping, optimization, and precise placement to improve overall presentation.

TECHNICAL SKILLS

WordPress & CMS: WordPress (Theme Development, Plugin Customization, Custom Post Types, Hooks & Filters), HubSpot (HubL, Custom Modules, HubDB, API Integrations), Shopify, Duda, FatWire, Moonfruit, Websplanet

Frontend Development: HTML5, CSS3, SASS, Bootstrap, JavaScript (ES6+), jQuery, AJAX, HTML Email Development

Backend Development: PHP, Object-Oriented Programming (OOP), Laravel, Ruby on Rails

Databases: MySQL, MariaDB, MongoDB

Cloud & DevOps: Google Cloud, AWS, Docker, Kubernetes, AWS Elastic Beanstalk, CI/CD Pipelines

Hosting & Infrastructure: cPanel, Website Migration, Domain & DNS Management, SSL Configuration, Shared Hosting, Managed Hosting

Tools & Design: Git, Adobe Photoshop, Figma

EDUCATION

WEB DEVELOPMENT

Zuitt - Coding Bootcamp Philippines (Formerly TUITT) - Quezon City, NCR

2nd Top Performer Award

Bachelor of Science in Information Technology

University of the East – Manila Campus, Manila, NCR