



Vince De Juan

Web & Graphic Designer

I am a WordPress Designer with expertise in Elementor, backed by over 10 years of experience in web design and digital marketing. I have extensive knowledge of various website-building platforms and content management systems, including WordPress and similar platforms. Throughout my career, I have taken on multiple roles, including Web Designer, Graphic Designer, Digital Marketing Specialist, SEO Expert, and Social Media Manager, allowing me to deliver comprehensive and results-driven digital solutions.

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Notable Skills

Web Development & Design:

- **CMS Expertise:** WordPress (Development & Management, Elementor, DIVI), Squarespace, Wix
- **Front-End Technologies:** HTML, CSS, JavaScript Website Management & Optimization

Graphic & Multimedia Design:

- **Adobe Suite:** Photoshop, Illustrator
UI/UX Design: Figma, Canva Video & Audio Editing

Digital Marketing & SEO:

- SEO & Website Optimization Google Analytics & Google Webmaster Tools
Social Media Management (LinkedIn, Facebook)

Tools

- Google Suite Adobe Suite
- Wordpress
- Elementor Themes
- Divi Themes
- Wix
- Squarespace
- Duda
- Webflow
- Microsoft Office
- Figma
- Canva
- Filmora
- WP-Engine
- Asana
- Slack
- Trello

Professional Work Experience

○ NP Nutra | March 2025 - May 2026
Gardena California, USA // EST

Web & Email Administrator (Wordpress & Salesforce)

At NP Nutra, I manage and maintain the company website to ensure optimal performance, a seamless user experience, and consistently updated content. My responsibilities include designing, developing, and optimizing landing pages, as well as delivering weekly performance and analytics reports to support data-driven decisions. I also coordinate and implement content updates across the website, ensuring accuracy and relevance. In addition, I execute email marketing campaigns by sending targeted communications to clients, prospects, and customers, keeping them informed about company news, product updates, and upcoming events.

○ Impact Business Marketing | June 2024 - March 2025
Atlanta Georgia, USA // EST

Web Designer | WordPress (Elementor)

I design and develop websites using WordPress and Elementor, delivering seamless, SEO-optimized, and fully responsive user experiences. Beyond website creation, I manage and maintain client websites to ensure consistent branding, functionality, and a strong professional online presence. My role also includes creating and managing graphic design assets and content that align with each brand's identity across multiple platforms. I handle regular website backups, security updates, and ongoing maintenance to ensure optimal performance and reliability. Additionally, I design and implement high-converting landing pages that support marketing campaigns, drive engagement, and generate measurable results.

○ Marvel Lighting | January 2022 - March 2023
Carmel Indiana, USA // EST

Web & Content Administrator (WooCommerce)

Managed and maintained WooCommerce-based eCommerce websites for a U.S.-based lighting supplier, including Marvel Lighting, ensuring accurate product listings and a seamless user experience. Oversaw product management across multiple in-house brands, maintaining consistency in product data, categorization, and presentation. Handled end-to-end product uploads by extracting detailed specifications, descriptions, and images from supplier brochures, then accurately structuring and publishing them on the website. Focused on optimizing product pages for clarity, organization, and performance to enhance customer engagement and support sales.

○ Real Estate IQ | October 2020 - October 2021
Plano Texas, USA // EST

Web Designer | WordPress (Elementor)

Worked as a Web Designer for Real Estate IQ, leading the complete redesign of their website to improve visual appeal, user experience, and overall performance. Focused on creating a modern, responsive design that aligns with the brand while enhancing usability and engagement. Designed and developed high-converting landing pages for marketing campaigns, ensuring clear messaging and strong call-to-actions. In addition to digital work, created print-ready materials such as business cards, tarp designs, brochures, and flyers for use in business conventions, maintaining brand consistency across both online and offline channels.

Professional Work Experience

○ Aektive Trade & Marketing | Apr 2019 - Dec 2019
Quezon City, Philippines // PHT

Web Designer | E-Commerce Site Manager

Designed and developed the company's website to enhance user experience and strengthen brand presence. Created visually engaging product designs and marketing materials for both digital and print campaigns. Maintained brand consistency across all design assets to support cohesive messaging and reinforce market positioning.

○ Asia Offshoring Outsourcing Services Inc. | Jan 2018 - Dec 2018
Makati City, Philippines // PHT

Digital Marketing Specialist

Designed and developed the company's website to enhance user experience and strengthen brand presence. Created visually engaging product designs and marketing materials for both digital and print campaigns. Maintained brand consistency across all design assets to support cohesive messaging and reinforce market positioning.

○ GM Dentist (Gaurav Mehta) | June 2016 - Nov 2017
London UK // PHT

Virtual Assistant & Content Manager

Effectively manage websites and social media accounts to ensure consistent branding, audience engagement, and up-to-date content. Design a wide range of marketing materials and visual assets to enhance brand visibility, support campaign objectives, and strengthen overall outreach efforts.

○ Boss Digital Asia | Feb 2015 - May 2015
Pasig City, Philippines // PHT

SEO Specialist

Managed clients' websites and social media accounts, ensuring optimal performance, user experience, and audience engagement. Designed marketing materials and visual assets to enhance brand identity and increase visibility across digital platforms. Implemented white-hat SEO strategies—including link building and Google Analytics optimization—to drive traffic, improve search engine rankings, and support overall digital growth objectives.

○ Macbeth Philippines | June 2014 - Feb 2015
Quezon City, Philippines // PHT

Social Media Manager

Manage social media accounts to strengthen brand presence and drive audience engagement. Design visually compelling marketing materials and graphics to support various promotional campaigns. Create high-quality visual content for both print and digital platforms, including social media postings, ensuring consistency with brand identity and marketing objectives.

○ Filtra Inc. | Sep 2010 - Nov 2013
Makati City, Philippines // PHT

● I.T. Administrator - San Mateo, Rizal Warehouse Office

As an IT Administrator, I was responsible for ensuring the integrity and security of critical business data through regular backups and system monitoring. I diagnosed and resolved hardware issues to maintain peak performance across all IT equipment, while also managing the inventory of hardware and software assets, including procurement and documentation. My role involved performing routine maintenance and performance checks on computer systems and peripherals to prevent downtime. Additionally, I handled the extraction and management of biometric data to support accurate and timely payroll processing.

● SEO Specialist

As an SEO Specialist, I conducted in-depth website analytics and performance reporting to uncover opportunities for optimization and growth. I performed comprehensive keyword research and tracked keyword performance to inform content strategy and improve search engine rankings. Using industry-standard SEO tools such as Google Analytics, Google Search Console, Ahrefs, and SEMrush, I audited websites, monitored metrics, and implemented effective optimization strategies. I also executed white-hat link building campaigns to strengthen domain authority and increase organic traffic. Additionally, I collaborated closely with content creators and web developers to apply on-page and off-page SEO best practices, ensuring a cohesive and results-driven approach.

Other Projects:

○ Modern Day Digital - Social Circle, Georgia | Aug 2025 - April 2026

Web Content Manager

As a Web Content Manager, I oversee and maintain multiple client websites built on WordPress and Elementor, ensuring each site remains visually consistent, up-to-date, and aligned with the client's brand identity. I manage regular content updates, including text, images, and layout adjustments, to keep websites relevant and enhance overall user experience across all platforms. In addition, I implement on-site SEO best practices such as optimizing page structure, metadata, keywords, and content flow to improve search engine visibility, boost rankings, and drive organic traffic, ensuring each website is both visually effective and performance-driven in meeting business goals.

○ D&D Music Philippines - Quezon City | Jun 2026 - Mar 2026

Web Administrator

As a Web Developer for an online music store, I led the full revamp and ongoing maintenance of the D&D Guitars Philippines website, focusing on enhancing its design, structure, and overall user experience to deliver a more modern and efficient eCommerce platform. I was responsible for improving site usability and visual consistency while ensuring smooth navigation across product pages and the checkout process. In addition, I handled troubleshooting and issue resolution within the WooCommerce system and WordPress theme, fixing layout inconsistencies, optimizing functionality, and maintaining overall site performance to ensure a reliable and seamless shopping experience for customers.

○ El Bernardino Resort Pampanga - Sto. Tomas, Pampanga | Jan 2024 - April 2024

Social Media & Marketing Manager

Managed social media accounts to ensure consistent brand presence and audience engagement across platforms. Designed marketing materials and visual assets to support various promotional campaigns, maintaining alignment with brand guidelines. Developed and conceptualized creative marketing promotions aimed at increasing brand visibility and driving audience interaction.

○ Coder Advance - Dover, Delaware, United States | April 2023 - Sep 2023

Web Designer

Designed and developed client websites using platforms such as Wix, Squarespace, and WordPress, ensuring a seamless and user-friendly experience across all devices. Managed and maintained client webstores by regularly updating product listings, pricing, and descriptions to ensure accuracy and relevance. Additionally, created visually compelling graphic designs for social media, effectively enhancing brand presence and driving audience engagement.

○ KWIKA Outsourcing and Offshoring Consulting - Melbourne Australia | April 2023 - Sep 2023

E-mail Campaign Manager

Responsible for setting up and managing email marketing campaigns for clients, ensuring each campaign aligns with their branding and strategic goals. Oversee the end-to-end execution of all client email campaigns, including scheduling, content review, and audience segmentation. Monitor performance metrics and provide detailed reporting to track effectiveness, optimize engagement, and support data-driven decision-making.

○ Overt Digital Media - London, UK | October 2021- January 2022

E-mail Campaign Manager

Designed and developed product visuals and marketing materials to strengthen brand identity and drive audience engagement. Managed and maintained client websites on the DUDA platform, ensuring optimal performance, responsiveness, and brand consistency. Oversaw client social media accounts, including LinkedIn and Facebook, by creating compelling content, scheduling posts, and actively engaging with audiences to support marketing goals.

Educational Background

Informatics Computer Institute | Valenzuela City

Advance Diploma in Computer Studies 2008 - 2010

University of the East | Caloocan City

Bachelor of Arts - Major in Communication 2001 - 2003

Informatics Computer Institute

Secondary 1996 - 2000

St. Peregrine Christian School

Primary 1991-1996

Character Reference

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