FRANCIS SAMUEL HERRERA

WEB DEVELOPER | FULL-STACK DEVELOPMENT | WORDPRESS & E-COMMERCE

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PROFESSIONAL SUMMARY

Web Developer with 6+ years of combined experience designing, developing, maintaining, and optimizing websites for businesses in the United States, Australia, the Philippines, and other international markets.

Experienced in WordPress, Elementor, WooCommerce, Shopify, HTML, CSS, JavaScript, React, Next.js, PHP, SQL, responsive web development, landing pages, UI/UX, SEO, CRM integrations, and conversion-focused websites. Able to handle web projects from development and layout through optimization, integrations, and ongoing maintenance.

TECHNICAL SKILLS

- **WEB DEVELOPMENT**
  HTML5 | CSS3 | JavaScript | PHP | SQL | Responsive Web Design
- **CMS, E-COMMERCE & WEB SYSTEMS**
  WordPress | Elementor | WooCommerce | Shopify | GoHighLevel | Landing Pages | CRM Integrations | SEO | Zapier | N8N
- **UI/UX & MULTIMEDIA DESIGN**
  Figma | Wireframing | Responsive UI Design | Photoshop | Illustrator | Canva | Graphic Design | Branding
- **DIGITAL MARKETING & CONTENT**
  Social Media Management | Content Creation | Video Editing | Motion Graphics | Email & SMS Marketing | Meta Ads | Google Ads | Lead Generation

EDUCATION

Bachelor of Science in Information Technology (Specialization: Web Development)
Holy Angel University – School of Computing | 2018 – 2022

PROFESSIONAL EXPERIENCE

Web Developer & Digital Marketing Specialist
UYS Financial Solutions, California, USA | February 2025 – September 2026

- Develop and maintain websites, landing pages, forms, sales funnels, and promotional pages.
- Build responsive pages using WordPress, Elementor, and GoHighLevel.
- Manage CRM integrations, lead forms, email/SMS workflows, SEO, and website updates.

Web Developer & Social Media Marketing Manager
Visondyna Manpower General Services, Pampanga, PH | March 2025 – January 2026

- Developed and maintained the company website with responsive layouts, SEO, and lead-capture integrations.
- Managed website content, service pages, and digital assets for recruitment and property campaigns.
- Supported online lead generation through web and digital marketing initiatives.

Web Developer & Multimedia Designer
Samson Extracts, AL, United States | April 2024 – June 2025

- Designed and developed a responsive corporate website for a U.S.-based extracts supplier.
- Created product, company, and inquiry pages with clear responsive layouts.
- Improved customer inquiry flow through better forms, calls to action, and website structure.
- Produced supporting web graphics and branded digital assets.

Web Developer & Senior Graphic Designer
Life's a Pitch, AUS | June 2025 – January 2026

- Designed the UI/UX and visual direction
- Created website graphics, thumbnails, and supporting digital design assets.
- Worked as Senior Graphic Designer across web, branding, and multimedia projects.

Web Developer & Multimedia Specialist
WireGrass Wellness, AL, USA | February 2024 – July 2025

- Designed and developed an e-commerce website for wellness and lifestyle products.
- Created responsive product, collection, and promotional pages.
- Produced supporting graphics, packaging, and digital content.

Marketing Communications Specialist & Multimedia Designer
The Medical City Clark | 2021 – 2022

- Supported website SEO, accessibility, content updates, and digital communications.
- Monitored website performance using Google Analytics.
- Produced web graphics, multimedia content, and corporate materials.

FREELANCE WEB DEVELOPMENT & MULTIMEDIA EXPERIENCE
Global Clients | 2020 – Present

Herre Solutions
- Designed and developed websites, landing pages, service pages, and digital experiences for multiple client projects.

PathFinder Global Services
- Designed a corporate website for manpower and recruitment services.

Avariches Builders & Realty Corporation
- Developed the company website and supporting property pages and digital materials.

Salilungan Realty
- Maintained website content and supported property marketing and lead-generation initiatives.

DeepThynk Australia
- Created website layouts, branded content, and multimedia assets.

DecoDesign NL
- Designed and developed websites, landing pages, service pages, and digital experiences for multiple client projects.

Additional Projects
- **Bubble AI | Steinsfoods | GC Rentals | R-realty | Her Selections | Tiger88 Casino | David Graffham UK | Additional Herre Solutions client projects**

CERTIFICATIONS

- HubSpot Academy – **Social Media Marketing I & II, Brand Marketing, Digital Marketing, Content Marketing, Email Marketing, Digital Advertising, SEO I & II**
- Google Skillshop – **Google Analytics 4, Google Ads Search**
- freeCodeCamp – **Responsive Web Design**
- Coursera – **Google UX Design Certificate, Google Project Management Certificate**
- Canva Design School – **Graphic Design Basics**
- CertiProf – **Scrum Foundation Professional Certificate**

PORTFOLIO

Visit www.**fslherrera.com**

All information are accurate and updated as of September 2026