

Mark Renn Caluag

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A Web Developer for Excellent User Experience

Backed by eight years of web development experience and equipped with a diverse set of skills, I design, develop and manage user-centered websites and web applications. I have a self-motivated desire for learning, and producing high quality work through individual and team effort.

Objectives

- To work in a creative and collaborative environment where my analytical and technical skills will contribute to the overall goal of the organization
- To work with new and cutting-edge technologies

Skills

Technologies | PHP, Perl, JavaScript, XML, AJAX, XHTML, DOM, Prototype, JQuery, CSS, JSON

Databases | MySQL, PostgreSQL, SQL, MS Access

Applications | Apache, Windows, Linux, Dreamweaver, Photoshop, Wordpress, Joomla

Site Management | Content management systems, traffic analysis, usability, information architecture

Experience

CozyCot Pte. Ltd. | 1 Scotts Road #26-05/07 Shaw Centre Singapore 228208

Web Developer

January 2011 to Present

- Maintains and enhances existing Web applications, and ensures all internal systems are integrated
- Handles server administration from Amazon Web Services
- Develops company's site for Chinese audience
- Manages and imports product listings from affiliate sites
- Provides expert advice and opinions in execution of new site features
- Shares expertise in usability and interface optimization

Summit Media | 7F Robinsons Cybergate Center Tower 3 Robinsons Pioneer Complex Pioneer St., Mandaluyong City

Technical Operations Officer

June 2007 to December 2010

- Provides online content management strategies, web and email marketing assistance, and project management to web editors
- Manages developers and outside resources in the development of approved site or application requirements from project initiation to post-launch phase
- Remains at the forefront of emerging industry practices such as Facebook and Twitter services integration and optimizing sites for mobile access
- Identifies and provides standards in gathering information for trend analysis and reports information to management

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Senior Web Programmer

June 2006 to June 2007

- Led the development of three high-traffic websites (FemaleNetwork.com, Candymag.com and FHM.com.ph)
- Developed Candy Faces for Candymag.com, the first social networking site in the Philippines for teen girls
- Optimized the sites using standards compliant, CSS-based layout resulting to more than 70% reduction in download size and bandwidth

Web Programmer

October 2003 to June 2006

- Converted legacy codes from ZOPE/Python to PHP
- Cleaned up and rewrote front-end HTML and CSS to meet validation requirements
- Launched CosmoMagazine.com.ph as the first CSS-based magazine website in the Philippines
- Solely developed database-driven websites for magazines and product and event campaigns using PHP, Perl, ZOPE, MySQL, and AJAX

Acibe, Inc. | *2807 Cityland Pasong Tamo Tower, 2210 Chino Roces Ave., Makati City*

Director / Chief Technical Officer

January 2005 to January 2008

- Designed and developed SchoolLife, a Web 2.0 school information portal that allows students, teachers and parents to exchange data in real time via SMS and the Internet
- Responsible for the analysis and testing of modules such as Calendar System, Personal Information System and SMS Announcement System
- Advised clients on usability metrics and provided strategic direction on emerging Internet trends

GolfPro, Inc | *Sterling Centre, De La Rosa St., Legaspi Village, Makati City*

Web Developer and Graphic Artist

October 2002 to October 2003

- Built the online presence of a start-up golfing product company
- Provided product strategy and defined requirements for e-commerce
- Designed online product catalog for company branding and implemented web order forms

NIIT | *Jafer Building, West Ave., Quezon City*

Instructor

September 2002 to January 2003

- Held four-hour classes to professionals who wanted to learn the latest web concepts and standards including design basics, CSS and Action Scripting for Flash programming

Bulacan State University | *McArthur Highway, Malolos City*

Instructor

January 2002 to March 2002

- Designed and taught university's Web Design and Database Management courses
- Responsible in teaching web technologies from JavaScript and XML to DB Normalization

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Education

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| 1997 to 2001 | University of Santo Tomas, España, Manila B.S. Mathematics, Major in Computer Science |
| 1993 to 1997 | Immaculate Conception School for Boys, Malolos City Earned Meritorious Awards during the four years of study |

References

Pio Consuelo

Regional Director for SAP Industry Solutions
and Small Medium Enterprise
Bayantrade
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Denis Achilles del Callar

Corporate Communications Manager, and
Web Sales and Marketing Manager
New San Jose Builders
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