

Mark Renn Caluag

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A Web Professional for Excellent User Experience

Backed by more than ten 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

Experience

Singapore Press Holdings Ltd. | *1000 Toa Payoh North News Centre Singapore 318994*

Project Manager/Lead Solutions Architect

May 2011 to Present

- Builds and evaluates solutions in Drupal for StraitsTimes.com, The New Paper (tnp.sg), BusinessTimes.com.sg and BeritaHarian.sg
- Collaborates closely with users, developers and vendors to ensure system logic and workflows are properly implemented
- Performs various types of testing: user interface, stress/load, performance, and deployment
- Recommends technologies and solutions, and assists with technical documentation
- Created development guidelines for clients and designers with focus on wireframes, style guides and pattern libraries to ensure standards and best practices are used in achieving future-friendly responsive and adaptive websites

CozyCot Pte. Ltd. (A Company of JDB Holdings) | *1 Scotts Road #26-05/07 Shaw Centre Singapore 228208*

Web Developer

January 2011 to May 2011

- Maintained and enhanced existing Web applications, and ensures all internal systems are integrated
- Handled server administration from Amazon Web Services
- Developed company's site for Chinese audience
- Managed and imported product listings from affiliate sites
- Provided expert advice and opinions in execution of new site features

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

Technical Operations Officer

June 2007 to December 2010

- Provided online content management strategies, web and email marketing assistance, and project management to web editors
- Managed developers and outside resources in the development of approved site or application requirements from project initiation to post-launch phase
- Remained at the forefront of emerging industry practices such as Facebook and Twitter service integration and optimizing sites for mobile access

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- Identified and provided standards in gathering information for trend analysis and reports information to management

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 magazine website in the Philippines with CSS-based layout
- Solely developed database-driven websites for magazines and product and event campaigns using PHP, Perl, ZOPE, MySQL, and AJAX

Acibe, Inc. | 2807 Cityland Pasing 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

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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