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EDUCATION

Bachelor of Science in Electronics & Communications Engineering

Polytechnic University of the Philippines -
Maragondon Campus
2020 - 2024

SKILLS

Website Developer

Ai Specialist

Funnel Design

Graphic Designing

Respond.io Specialist

Automations

Process & SOPs Improvement

CRM Integrations

CMS Management

Email Marketing

Wordpress Developer

Copy Writing & Blogs Creations

Anthony De Vera Jr

Website Developer | Ai Specialists
| Automation | Ai Process/SOPs
Implementation | Respond.io
Specialists

Click Me:

My Portfolio

Graphic Designs

WORK EXPERIENCE

Website Developer & Project Manager Zelixlabs | Singapore

- Built custom websites for clients using Claude Code while strictly following the company's SOPs and development standards.
- Developed Shopify themes, WordPress websites, and static HTML websites, utilizing GitHub and Vercel for deployment and version control.
- Managed website projects from start to finish, taking full ownership of planning, development, testing, deployment, and client deliverables.
- Improved internal workflows and development processes by identifying opportunities to streamline project execution and team efficiency.
- Performed domain migrations, domain redirections, DNS configuration, and website transfers to ensure seamless website launches.
- Created and maintained Claude Skills, leveraging advanced Claude features and functions to improve development speed, consistency, and automation.
- Built websites for clients across various industries while ensuring compliance with country specific regulations, particularly for healthcare and medical professionals with strict publishing requirements.
- Collaborated with project stakeholders and team members to deliver high quality websites on schedule while maintaining technical and design standards.

Key Skills:

Claude Code | Project Management | Website Development | Shopify Theme Development | WordPress Development | HTML & CSS | GitHub | Vercel | Domain Management | DNS Configuration | Website Migration | SOP Compliance | Process Improvement | AI Assisted Development | Client Project Management | Healthcare Website Compliance

Respond.io Expert & AI Specialist Zelixlabs | Singapore

- Designed and built AI Agents using Respond.io for businesses, enabling automated customer support and business operations available 24/7.
- Managed the complete AI Agent development lifecycle from planning and configuration to testing, deployment, and post launch support.
- Collaborated directly with clients to gather business requirements and customize AI Agents based on their workflows, services, and customer needs.
- Integrated AI Agents with clients' preferred communication channels, including websites and social media platforms, ensuring seamless customer interactions across multiple touchpoints.
- Configured AI workflows, automation rules, knowledge bases, and backend processes to improve customer response times and operational efficiency.
- Performed testing, optimization, troubleshooting, and ongoing maintenance to continuously improve AI Agent performance after deployment.
- Managed broadcast campaigns through Respond.io, creating and sending targeted messages to customer contact lists for announcements, promotions, and business updates.
- Developed AI solutions beyond Respond.io, including AI Agents, business process automation, AI implementation strategies, workflow optimization, internal tools, and Standard Operating Procedures (SOPs).

Tools I often use

Website Management

- Wordpress
- Squarespace
- Zoho
- Shopify
- System.io
- Wix
- Amazon

CRM

- Zoho
- Wetravel
- Mailchimp
- Mailerlite
- Zapier
- Hubspot
- Meta Business Suite
- Salesforce
- Keap
- Pipedrive

Note:

Based on my experience working with various tools, I'm highly adaptable and can quickly learn to navigate and implement any preferred CMS or CRM system of your choice.

Key Skills:

Respond.io | AI Agent Development | Conversational AI | AI Automation | Workflow Automation | Business Process Optimization | Client Consultation | AI Testing & Quality Assurance | AI Deployment | AI Maintenance | Omnichannel Integration | Broadcast Campaigns | SOP Development | Process Improvement | Prompt Engineering | AI Implementation | Customer Support Automation | Project Management

Admin Support in Travel Agency

Client based I UAE

- Provided administrative support for a travel company, ensuring seamless operations and coordination.
- Maintained and updated the company website, managing trip listings, modifications, and removals using WordPress and related CMS platforms.
- Managed trip creation and bookings via WeTravel CRM, handling add-ons, payment links, and nationality checks for visa requirements.
- Facilitated communication by creating group chats for participants, Project Managers, and Operations Leads.
- Distributed essential forms, including flight details and feedback surveys, while also preparing certificates for select trips.
- Collaborated with Marketing and Operations, contributing strategic insights while ensuring brand consistency.
- Processed invoices for B2B trips, supporting financial transactions and client relationships.

Key Skills:

Website Management | WordPress & CMS Proficiency | WeTravel CRM | Trip Coordination | Payment Processing | Nationality & Visa Compliance | Client Communication | Marketing Collaboration | Invoice Processing | Data Management | Canva Designing

Wordpress Developer (Health & Wellness Niche)

Optimum Metabolic Health I Australia

- Designed custom web components including logos, banners, and icons for various pages.
- Funnel Designing and Website Design Templates Created visually appealing user interfaces with cohesive branding and clean layouts.
- Developed responsive design elements for optimized mobile and desktop viewing.
- Ensured user-centric designs, focusing on simplicity and functionality.

Key Skills:

Website Design & Development | WordPress & CMS Platforms | CRM Integrations | HTML & CSS | Plugin & Theme Customization | Website Maintenance | Mailchimp Integrations

Social Media Manager (Sports Niche)

Paddle Fit Perth I Australia

- Managed social media platforms (Instagram, Facebook & LinkedIn), making content such as short video or photo editing.
- Developed and executed content strategies and plans, leveraging tools like Meta Business Suite and Canva to drive consistent, on-brand posts.
- Led paid campaigns and boosting lead generation.
- Tracked performance using Google Analytics and Facebook Insights, optimizing campaigns based on metrics and reporting results.

Key Skills:

Social Media Strategy | Content Planning | Content Creation | Paid Ads | Analytics | Community Engagement | Marketing Strategist | Marketing Automations & Integrations