



JEROME A. ESPERANZA

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EMPLOYMENT AND BUSINESS

Business Owner and Chief Technical Specialist

i-Build.PH Web Solutions and Services

www.ibuild.ph

2012 – Present

- Manages business and provides web services – web development and design, SEO, digital marketing, training and seminars
- Provides webhosting services and support

Project Manager

LeadYa Digital Marketing Services www.leadya.com.ph

CoinPoint Digital Marketing www.coinpoint.net

March 2018 – June 2018

- Responsible for overall planning, leading, organizing, and controlling project implementation
- Responsible for providing regular update to the management including, but not limited to, critical issues, constraints of the projects, etc.
- Responsible for providing support to the business and technical team for all systems integration requirement
- Responsible for conducting marketing and competitive research
- Responsible for basic time, project tracking
- Responsible for keeping up-to-date with the latest technologies

Web Consultant

Migration Health Division (MHD)

International Organization for Migration (IOM)

www.iom.int

October 2015 – May 2016

Provide services to upgrade, restructure and redesign the MHD Web Portal, re-vamp and update the MHD Health Assessment Programme Portal at <https://mhd-hap.iom.int/>, and migrate the Portal from JOOMLA version 1.5 to JOOMLA version 3.x, including existing users, content and components, and the Portal re-designed and re-structured according to MHD requirements.

In summary, Joomla tasks to be implemented on the MHD HAP Portal:

- Current portal review
- Portal installation
- Portal structure and design
- Content migration
- Content management

Other IOM tasks to which the consultancy is contributing: MAC-MHD reporting, research and publications.

Short-Term Consultant (STC), Contractual

Mindanao Trust Fund (MTF)

World Bank Group, Philippines

Urban, Rural and Resilience Global Practice (GSURR)

www.mtf.ph

November 2014 – January 2016

- Formulates a website structure and contents noting ease of accessibility, quality of contents, user-friendliness, ease of maintenance/update, and information retrieval all based on World Bank country office website guidelines for Management's review and approval.
- Access World Bank websites for reference, applying the advantages of layout design, navigation, usability and etc. to website design, implementation and maintenance.
- Design the website structure, taking into account the requirements from the web team, project communications plan and donor logos: clear catalogs and folders for data and page storage, attractive

site and page layout, easy to use, update and maintain, flexible navigation and search function; counting function for web pages visited, and link to Google analytics

- Gather informative material for content to aggregate the Web presence (text, documents, pictures, key speeches, etc.) from project components and stakeholders.
- Recommend and register appropriate domain names, email functions and hosting packages
- Make recommendations for backups/restoration and disaster management plan.
- Provide training for World Bank staff on website maintenance and content update.
- Design and establish anti-hacker and antivirus plan for the website.
- Create HTML documents and graphics for implementation in the Web.
- Make recommendations for software, hardware, and other back-end applications related to web development.

Webmaster

Partnerships in the Environmental Management for the Seas of East Asia (PEMSEA)

A Global Environment Facility (GEF)/ United Nations Development Programme (UNDP) Regional Programme

www.pemsea.org

July 2013 – March 2015

- Developing, designing, managing, maintaining, and enhancing the entire SDS-SEA website and other related microsites
- Setting up and configuration of software necessary to the operation of websites (e.g., Linux, Apache, MySQL, PHP)
- Monitoring of website performance (e.g. number and quality of visits, inbound links, search engine performance, reliability, and integrity)
- Improvement of website linkages with other partners and sponsors
- Preparation and uploading all information materials on regular basis
- Collaboration in the development, enhancement and maintenance of online Knowledge Management tools
- Maintenance of the organization's social media channels
- Research, writing, designing and layout information and other multimedia materials, as needed
- Conceptualization and execution of graphic e-artwork and illustrations
- Participation in planning, formulation and drafting of Communications Unit policies and guidelines
- Performs auxiliary functions related to the PRF objectives and SDS-SEA thrusts, in general

Senior Web Analyst

Accenture

www.accenture.com

November 2012 – July 2013

- Content and Program Management, Digital Marketing, Analytics Support, and Global Research Marketing
- Quality Assurance, Web Development

Webmaster

American Recreation Club (ARC) of the US Embassy Manila, Philippines

www.arcmanila.org

May 2012 – November 2012

- Develops and Designs the ARC community website
- Maintains ARC section on the SharePoint US Embassy Manila Intranet
- Leads and develops online initiatives and projects
- Web Marketing, Analytics and Optimization

Website, Intranet and Digital Assets Management Assistant

International Organization for Migration (IOM)

www.iom.int

2008 - 2012

- Improves usability, maintains and administers the IOM global website (Jahia CMS) and microsites (various CMS applications)
- Improves usability, maintains and administers the IOM Portal and Intranet
- Content collection and publishing
- Administers the Google Search Appliance
- Administers the Kintera/Blackbaud donation facility
- Supports and participates to the online and web initiatives and projects

- Search optimization, statistical reporting and web analytics
- Technical Support

Website Personnel / Admin Aide**Department of Health, Information Management Service (DOH, IMS)**www.doh.gov.ph**2004 - 2008**

- Improves usability, maintains and administers the DOH website
- Improves usability, maintains and administers the DOH Portal and Intranet
- Content collection and publishing
- Website development of regional, program and sub-websites
- Training and technical support
- Support for the Medical and Health Librarians Association of the Phils (MAHLAP)

Library Assistant**Department of Health Central Library****2001 - 2004**

- Index and cataloguing
- Development and maintenance of library and bibliographic systems and databases
- Computer, equipment, and network maintenance
- Research assistant

Executive Secretary / Project Staff**USAID-DOH****2000 - 2001**

- Secretarial and Administrative functions
- Encoding and documentation
- Training assistant, workshop and events facilitator and coordinator

EDUCATION**Bachelor in Public Administration, College of Management and Entrepreneurship (BPA-CME)**

Pamantasan Ng Lungsod Ng Maynila (PLM) Manila, 2008

1st Honorable Mention, Dean's Lister

CIVIL SERVICE ELIGIBILITYGeneral Rating 89.58

CSC-NCR (C.A.T.) Career Service Sub-Professional Examination, November 24, 200

PROFICIENCY SKILLS**Web Development, Design, and Programming**

- Opensource Content Management Systems – Drupal, Joomla, WordPress, Magento, PhpBB, Wiki, Media galleries, etc.
- WordPress, Drupal and Joomla Security Prevention and Disaster Management
- Progressive Web Applications (PWA)
- Jahia Content Management
- SharePoint and Publishing (Microsoft)
- Working knowledge of PHP, MySQL, and Apache
- Working knowledge of JQuery / Ajax
- HTML, CSS
- Web/Internet Unit Testing (Selenium, Lighthouse)

Web Development / Database Management / Server Software and Tools

- Drush, Linux, Shell (Putty, Pageant, etc.)
- Dreamweaver, Photoshop, Flash, Lightroom, Fireworks
- FTP – FileZilla, WinSCP, Dreamweaver
- MS Access, PHPMyAdmin, Toad for Oracle, MySQL Administrator GUI tools

Search Engine and Optimization

- SEO Best Practices and Current Standards and Algorithm Updates
- SEO Tools – Screaming Frog, Ahrefs, etc.
- Google Analytics (GA), Google Search Console (GSC), Google Tags Manager, etc.
- Google Search Appliance (GSA)

Digital Marketing and Analytics Tools

- HootSuite, New Relic, HubSpot, etc.
- Google Web Analytics, Google Central/Webmaster Tools (Search Console)
- Web Trends, Piwik, etc.

Document and File Management

- FileNet (IBM)
- Adobe Acrobat

Geographic Information System

- Health Mapper
- ArcView

SEMINARS, TRAININGS AND WORKSHOPS CONDUCTED

- **Seminar on SEO** – Department of Information and Communications Technology (DICT), Zamboanga City, May 27, 2019
- **Department of Social Welfare and Development (DSWD) Writeshop on the Development of Web Monitoring Tool and Guidelines for DSWD Handled-Websites/Web Pages Cum Capacity Building on Web** – Social Media Marketing (SMS), DSWD Central Office, Lohas Hotel Resort, Clark, Pampanga, December 2-5, 2018
- **SEO Advanced and Digital Marketing** – Marketing Team, Windoway, Inc., Ortigas, Pasig, November 20-22, 2018
- **Drupal Basic to Advance** – I.T. Staff, Plaridel Products and Services, Quezon City, February 6-8, 2017
- **Joomla Basic to Advance** – Marketing Staff, Geodata Systems Technologies, Inc., Ortigas, Pasig City, January 30-February 3, 2017
- **Drupal Basic to Advance** – I.T. Staff, Agrispecialists, Laguna (Launchpad CoWorking, Alabang, Muntinlupa), October 14 - 17, 2016
- **SEO Basic and SEO for WordPress** – Marketing Team, DECOREA, Inc., Ortigas, Pasig, June 9-11, 2016
- **Drupal Basic to Advance** – I.T. Faculty Department, Leyte Normal University (LNU), Tacloban, Leyte, January 25 – 29, 2016
- **Mobile Development for Drupal** – Mapua Institute of Technology, Makati, October 26, 2015
- **Drupal Basic to Advance** – AsiaPro Cooperative, Head Office, Kapitolyo, Pasig City, September 16 – 18, 2015
- **Drupal Night: Seminar on Advance Web Development Tools and Drupal** – League of Information Technology Students (LITS), University of the East (UE), Caloocan, August 12, 2015
- **District ICT Seminar on Web Development** – Department of Education, District of Tanay, Rizal, August 8, 2015
- **Refresher Course on ARC Website Management** – U.S. Embassy Seafront Compound, Roxas Boulevard, Pasay, May 29, 2015
- **Web and Content Management, National Federation of Gamefowl Breeders (NFGB), Inc.:** Ortigas, September 13, 2014
- **Member, Board of Judges, National Nutrition Council (NNC) Web Awards:** Taguig, Manila, June 10, 2014
- **Web Management, Best Practices and Trends:** FEU, Manila, February 8, 2014
- **Joomla and Basic Web Management:** CHD IV-A CALABARZON, Department of Health (DOH), QMMC Compound, Proj. 4, Quezon City, June 2013
- **Joomla and Basic Web Management:** Philippine Institute of Traditional and Alternative Medicine (PITAHC), East Avenue, Diliman, Quezon City, May 28, 2013
- **SITEC-STIers Information Technology & Engineering Conference "Interactive Multimedia For the Next Generation":** STI College Balagtas, Bulacan Avenue, Makati City, October 6, 2012
- **Web Analytics and Recommendations (Seminar Workshop):** Ticket World, Ayala Avenue, Makati City, August 25 and September 1, 2012
- **Web Administration for the LEAP Website:** League of Executive Assistants of the Philippines, Baker and McKenzie, The Fort, Taguig, August 11 and 18, 2012
- **Drupal and Joomla:** Intellectual Property Office (IPO), Upper McKinley Road, Taguig, April 2012
- **CMS, Joomla, Drupal, WordPress, and Web Management:** CEMT Conference, Polytechnic University of the Philippines (PUP), Sta. Mesa, Manila, College of Technology, September 21 2011
- **Web 2.0:** Far Eastern University – East Asia College (FEU-EAC), Manila, Philippines, College of Computer Science and Engineering, 2011
- **CMS, Joomla, Drupal, WordPress, and Web Management:** Asian Institute of Science And Technology (AISAT), Fairview, Caloocan, Dasmariñas, Baliuag, and Dau Branches, TPCEvents.Org, PDAF Bldg., Buendia Ave., Makati
- **Joomla and Web Management Administrators' Training for National Nutrition Council (NNC),** Manila, June 2011

- **Online Business and E-Commerce:** September 26, 2010, TPCEvents.Org, PDAF Bldg., Buendia Ave., Makati
- **Content Management System - Joomla! (Hands-on Training and Workshop, Series)** July 4, 2009, June 13, 2009, May 10, 2009 up to 2010; ACE I.T. Learning Center, Suite 208-210 V.I.R. Bldg, 1840 E. Rodriguez Sr. Ave, Cubao, Q.C.
- **Search Engine Optimization and Web Analytics (Hands-on Training and Workshop, Series):** 2009 to 2010, ACE-IT Learning Center
- **Content Management System - Joomla! (Seminar, Series):** 2009 to Present, TPCEvents.Org (Affiliate of TipidPC.Com), Roofdeck 23 Capinpin Place, Capinpin St., San Antonio Village, Ortigas, Pasig City; PDAF Building, Buendia Ave., Makati
- **Search Engine Optimization and Web Analytics (Seminars, Series):** 2009 to Present, TPCEvents.Org
- **Digital Assets and Media Management System Training (Coppermine, CMS, and HTML):** June 2008, Department of Health, Philippines
- **Joomla Security and Maintenance** - International Foundation for Electoral Systems (IFES.org.ph), November 14-15, 2009; Liberty Center, Salcedo Village, Makati City
- **Content Management Systems (CMS):** May 4, 2006, ITR Rm. 210, Arlegui Campus, Technological Institute of the Philippines (TIP), Manila
- **Content Management System Trainings (Joomla, HTML and CSS):** from 2006 to 2008, Regional Office Trainings and In-house Central Offices and IMS Trainings at the Department of Health, Philippines
- **Content Management System Training (Joomla, HTML and CSS):** 2006, Baguio City
- **CMS Training (Joomla, HTML and CSS):** Training for the National Nutrition Council Staff, 2006, IMS-DOH

RECENT WEB PROJECTS / PORTFOLIO:

Arm Scor Shooting Center, Inc. (ASCI) – Drupal and SEO

Web Developer, Trainer, and Consultant
Service Provider
www.armscorshootingcenter.ph

Philippine Energy Efficiency Alliance, Inc. (PE2) - Drupal

Service Provider
www.pe2.org

YOU Trip – Drupal

Service Provider
www.you.co

Advanced Energy Technologies Renewable Plus – Drupal (ongoing)

Service Provider
www.aet.ibuild.ph (ongoing)

Plaridel Products and Services – Drupal

Service Provider
www.plaridel.com.ph

Pet i-Chip, Plaridel – WordPress / Drupal

Service Provider / Security and Technical Consultant
<http://animal-id.net.ph/>

Citrin Foundation – Drupal / Wix SEO (defunct)

Web Developer, SEO Consultant
www.citrin.ibuild.ph

Mindanao Trust Fund (MTF) - Drupal

Short Term Consultant, World Bank Philippines
www.mtf.ph

Philippine Economic Society (PES)

– Drupal
Web Developer, Trainer, and Consultant
Service Provider
<https://economicsph.org/>

Philippine Social Science Council (PSSC)

– WordPress / Server Management / Security Technical
Service Provider / Security and Technical Consultant
<https://www.pssc.org.ph/>

Philippine Society of Medical Laboratory Scientists (PSMLS)

– Drupal
Web Developer, Trainer, and Consultant
Service Provider
www.psmls.org.ph

Magsaysay Logistics (for subsidiaries World Wide Food Supply, Inc. / OneStop Distribution, Inc.)

Service Provider
www.odi.ibuildseo.solutions (ongoing)
www.wvfs.ibuildseo.solutions (ongoing)

Egghead Systems & Networks – WordPress / SEO

SEO Consultant
www.eggheadsystems.com

Media Specialists Association of The Philippines (MSAP), Congress Websites 2015 and 2017 – Drupal

Service Provider
www.msap.ph

DECOREA, Inc. – SEO, WordPress

Trainer and Consultant

www.decorea.com.phwww.decoplus.com.phwww.decoturf.com.phwww.decoshade.com.ph**ABBE Technology Solutions, Inc. – Custom PHP/MySQL**

SEO Consultant

www.abbe.com.ph**A Compass for Life – Joomla**

Service Provider

www.compassforliving.ibuild.ph (defunct)**Powerlab Marketing**www.e-powerlab.com

Web Developer, Trainer, and Consultant

IOM Health Assessment Programme – Joomla

Consultant, IOM

<http://www.ibuild.ph/mhd-j3>**East Asian Seas (EAS) Congress 2015 – Drupal / SEO**

Former Webmaster, PEMSEA

<http://eascongress.pemsea.org/>**U.S. Embassy Club (USEC) – Drupal and Joomla**

Web Developer, Sponsor and Consultant

www.usec.arcmanila.org_(defunct)www.arcmanila.org (defunct)**SGP-PEMSEA: Partners for Sustainable Development**

– Joomla migration from Plone / SEO

Former Webmaster, PEMSEA

<http://sgp.pemsea.org/>**Alpha Kappa Rho International – Joomla / SEO**

Web Developer, Trainer, and Consultant

<http://www.alphakapparho.org/> (defunct)**National Nutrition Council (NNC), Republic of the Philippines**

- Joomla / SEO

www.nnc.gov.ph

Web Developer, Trainer, and Consultant

League of Executive Assistants of the Philippines (LEAP) -**Joomla / SEO**

Web Developer, Trainer, and Consultant

www.leap.org.ph**House Pinoy, Phil-House Realty - Joomla / SEO**www.housepinoy.com

Web Developer, Trainer, and Consultant

Optical Media Board (OMB), Republic of the Philippines – Drupal / SEO

Service Provider

www.omb.gov.ph**Geodata Systems Technologies, Inc. - Joomla**

Trainer, and Consultant

www.geodata.com.ph**Printers for Rent – Drupal / SEO**www.printersforrent.com

Web Developer, Trainer, and Consultant

BELL Electronics, Corporation – Drupal

Web Developer, Trainer, and Consultant

www.bell-philippines.com.ph**Neal and Company Property Management – Drupal**

Web Developer, Trainer, and Consultant

www.nealandco.properties**Houston Plating and Coatings - Joomla Security Audit and Review**www.houstonplating.com

Web Consultant

Jose R. Reyes Memorial Medical Center (JRRMMC)

- Joomla / SEO

www.jrrmmc.gov.ph

Web Developer, Trainer, and Consultant

i-Build.PH Web Solutions and Services – Drupal / SEOwww.ibuild.ph

Business Owner, Chief Technical Specialist

SDIC Environmental Technologies - Joomla / SEOwww.sdic.com.ph

Web Developer

National Federation of Gamefowl Breeders (NFGB)

- Joomla / SEO

www.nfgbonline.com (defunct)

Web Developer, Trainer, and Consultant

Planting Rice - Drupalwww.plantingrice.com

Consultant

Philippine Institute for Alternative and Traditional Medicine (PITAHC) - Joomla / SEOwww.pitahc.gov.ph (defunct)

Web Developer, Trainer, and Consultant

KAAGPAS – Joomla / SEO

Web Developer, Webhost, and Consultant

www.kaagpas.com

<p>Diocese of Antipolo – Joomla www.dioceseofantipolo.com (defunct) Technical Lead of the Social Media and Communications Commission, Web Developer, Trainer, and Consultant</p> <p>Toners Refilling Services, Philippines / SEO www.tonerrefill.printersforrent.com (defunct) Web Developer, Trainer, and Consultant</p> <p>My POWERFAST 3 Marketing www.mypowerfast3.com (defunct) Web Developer, Trainer, and Consultant</p>	<p>Innovative Technology Events (IT Events, formerly TPCEvents.Org) - Joomla / SEO www.it-events.org (defunct) Member, Web Developer, Resource Speaker and Trainer, and Consultant</p> <p>Affordaink, Inc. - Joomla / SEO www.affordaink.ph (defunct) Web Developer, Trainer, and Consultant</p>
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TRAININGS, SEMINARS AND WORKSHOPS ATTENDED

- **Training of Trainers (TOT) for the Government Website Template for Drupal:** October 19-23, 2015, , i-Gov Philippines, Information and Communications Technology Office (ICTO), Department of Science and Technology (DOST), PHILVOCS Building, C.P. Garcia Ave., UP Diliman, Quezon City
- **Drupal Camp Manila 2013 Manila, Philippines:** February 16, 2013, Microsoft 6750 Ayala, Makati, Philippines
- **Effective Communication, Accenture, Manila, Philippines:** January 2012, Accenture, Philippines
- **Drupal Camp Manila 2012 Manila, Philippines:** February 25, 2011, Marine Science Institute, College of Science, UP Diliman, Quezon City
- **E-Commerce, Get Your Business Online In An Hour:** MIH Creative Consulting, 6 August 2011, 16F Ayala Office Tower, Ayala Ave., Makati
- **Drupal Camp Manila 2011 Manila, Philippines:** February 5, 2011, 16/F Microsoft Philippines, Ayala Tower Office, Ayala Avenue, Makati
- **Drupal Training and Meet-Up by Exist:** February 6, 2010, Exist Techbar, Exist Software Labs, Ortigas, Pasig
- **GIS, ArcView using AccessMod: From Facility Mapping to Population Coverage Estimation Using Geographic Information System,** April 24-25, 2008, Island Cove, Cavite (WHO-DOH)
- **Social Network Analysis using Social Network Image Animator (SoNIA),** April 28-30, 2008, Island Cove, Cavite (WHO-DOH)
- **Philippine Health Information Network (PHIN) Technical Meetings and Workshops,** 2007 to 2008 (DOH, UP, NSO, NSCB, PCHRD)
- **DOH Knowledge Management Technical Meetings and Workshops,** 2007 to 2008, DOH, Manila
- **ICT Update Seminar Workshop (Database Warehousing, Data Mining, VOIP, OLAP, OTAP),** November, 2006, Fontana, Clark, Pampanga
- **Training of Trainers for Health Metrics Network (HMN) Assessment Tool,** WHO-DOH, November 14-16, 2006, Mimosa Leisure Park, Clark, Pampanga
- **ICT Update Seminars / Workshops (ICT and Knowledge Management),** IMS-DOH, April, 2006 to 2008
- **MAHLAP (Medical and Health Librarians Association of the Phils.) At 18: Rising Above the Challenges through Teamwork and Partnership,** February 23, 2006, Hotel Kimberly, Manila
- **MySQL and PHP,** November 25, 2005, IMS-DOH, Manila
- **Open Office (Writer, Calc, Impress),** September 5-6, 2005, IMS-DOH, Manila
- **Webpage Design Using Macromedia Dreamweaver and Adobe Photoshop,** November 16-19, 2004, IMS-DOH, Manila
- **Library Management Training,** October 4-8, 2004, Kimberly Hotel, Manila
- **PHPMyLibrary Developers' Training,** July 21-23, 2003, DOST, Taguig City
- **Basic Computer Repair and Troubleshooting Training,** June 16-20, 2003, IMS-DOH, Manila
- **Webpage Design,** May 20, 2002 to May 24, 2002, IMS-DOH, Manila
- **Training Workshop on CDS-ISIS and Effective Internet Searching,** February 4-8, 2002, IMS-DOH, Manila
- **Database Management Systems for Library Information Services Using CDS-ISIS for Windows (WINISIS),** May 8-10, 2002, CSL, UP, Diliman, Quezon City
- **Consultative Planning Workshop on Networking of DOH Libraries,** October 22-24, 2001, HMS Conference Room, DOH
- **MS Access,** August 27-31, 2001, IMS-DOH, Manila
- **Basic Training Course for Secretaries and Clerks,** May 28-30, 2001, HMS training Room, DOH, Manila

MEMBERSHIPS AND AFFILIATIONS

i-Build.PH Web Solutions and Services (Consultant, Chief Technical Officer, Business Owner)
Drupal Association (Member)
Drupal User Group Philippines (Member)
Drupal Pilipinas (Volunteer and Mentor)
WordPress User Group Philippines (Member)
Joomla User Group Philippines (Member)
Kibihost and Designs (Technical Partner and Collaborator)
SEO, Philippines (Member)
Tupid PC Events, TPCEvents.Org (Trainer)
ACE IT Learning Solutions (Trainer, defunct)

References:

Alexander Ablaza

Relation: Client
Philippine Energy Efficiency Alliance Inc.
E-mail: ablaza@live.com

Rhonda Roberts

Relation: Former supervisor
ARC, US Embassy, Manila
E-mail: rhonda.roberts13@gmail.com

Carolina dela Cruz

Web Administrators, DOH-IMS
Tel: +632 743-8301 to 23
www.doh.gov.ph
Relation: Former colleague
Department of Health – IMS

Armand Bunag

Relation: Client
Affordalnk / Printers for Rent Philippines
E-mail: armand_bunag@yahoo.com

Antonio G. Rufa

Web Specialist
Relation: Former colleague
Department of Health – IMS
Mobile: +63 917 133 6177
E-mail: tonyrufa@gmail.com

Kelvin Ong

Relation: Client and Colleague
Awandko, Singapore
Mobile: +65 9129 3780
E-mail: kelvin@awandko.com