



CONTACT

Poblacion, Muntinlupa City
09103508616
jharymartizana@gmail.com
behance.net/maryjomartiza

CORE SKILLS

- WordPress
- Shopify
- HubSpot
- Webflow / Squarespace / Wix / Duda
- Figma
- Elementor / Divi
- Adobe Photoshop
- HTML & CSS
- PHP & JS modification
- Salesforce integration
- cPanel, FTP, WP Engine
- Technical & On-Page SEO
- Google Search Console
- Core Web Vitals optimization

EDUCATION

BS Information Technology
INFOTECH College of Arts
and Sciences Inc. – Sucat,
Parañaque City
2022 – 2024

**Computer Science
Technology**
INFOTECH College of Arts
and Sciences Inc. –
Mandaluyong City
2014 – 2016

REFERENCE

Jerome Hilado
Senior Web Developer
(+63) 9688601650

MARY JOY D. MARTIZANA

SENIOR WEB DESIGNER | SEO WEB DEVELOPER

SUMMARY

Experienced Web Developer and Designer with over 8 years of expertise building attractive, high-performing, and SEO-optimized websites that meet client objectives and exceed expectations. Skilled in developing custom WordPress websites and proficient across HTML, CSS, PHP, and JavaScript modification. Proven track record of combining strong design sensibility with technical and on-page SEO to improve rankings, traffic, and user experience.

WORK EXPERIENCE

SEO Web Developer — Integrated OS

Nov 2024 – Present

Integrated OS • Alabang, Muntinlupa City

- Built custom, SEO-optimized websites from mock-ups using high-performance code for improved crawlability.
- Designed and maintained SEO-stable sites across multiple CMS platforms and templates.
- Configured servers (FTP/cPanel), resolved security breaches, and fixed technical defects to protect search rankings.
- Partnered with SEO teams to ensure designs met technical search requirements and W3C standards.
- Created visually appealing, clearly navigable, responsive layouts to reduce bounce rates.
- Monitored implemented SEO using web analytics and Google Search Console, troubleshooting site issues as they arose.
- Set up SEO configurations across Elementor and diverse CMS platforms for advanced page building.

Senior Web Designer — PERSONIV Manila

Mar 2018 – Nov 2024

PERSONIV Manila • Alabang, Muntinlupa City

- Created custom websites based on client mock-up designs and provided templates/specification guidelines.
- Designed, developed, and maintained websites across multiple agreed-upon CMS platforms.
- Identified issues and developed solutions to meet client-defined specifications.
- Collaborated closely with cross-functional experts to design and develop client websites.
- Ensured websites were user- and cross-browser-friendly, meeting W3C standards.
- Worked with the QA team to resolve defects, conduct user research, and interpret design-related web analytics.
- Conducted website testing and optimized sites for maximum speed and scalability.
- Built responsive online shop websites using e-commerce plugins and developed pages using Elementor.

Web Designer (Freelance) — Bluebeeone

Jan 2023 – Nov 2023

Bluebeeone • Davao City

- Created custom websites using WordPress and designed banners, creatives, and

Facebook ads using Canva and Photoshop.

- Built custom landing pages using Canva and the Figma landing page builder.
- Designed, developed, and maintained websites across agreed-upon CMS platforms, reporting directly to the director on turnaround times.
- Collaborated in brainstorming and idea-generation meetings, creating UI designs aligned with company standards on fonts, colors, and imagery.
- Identified issues and developed solutions to meet client specifications, applying best practices to optimize page speed.

Web Designer (Freelance) — MackMedia Group

Mar 2023 – Jul 2023

MackMedia Group • United States

- Created custom websites using WordPress and designed landing page mock-ups using Figma.
- Designed logos using Illustrator and Photoshop.
- Designed, developed, and maintained websites across agreed-upon CMS platforms, reporting directly to the director on turnaround times.
- Collaborated in brainstorming and idea-generation meetings, creating UI designs aligned with company standards on fonts, colors, and imagery.
- Ensured websites were user- and cross-browser-friendly, meeting W3C standards, and built visually appealing, easy-to-navigate sites.
- Diagnosed and resolved issues on existing client websites and developed wireframes prior to the design process.

CERTIFICATIONS, SEMINARS & AWARDS

- **Monday.com Training** — Monday.com, September 2025
- **Graphika 2024** — Graphika, February 2024
- **DUDA Certified Platform Professional** — Localsearch AU, June 2021
- **Top Performer Awardee** — Personiv Manila, 2020
- **Top Performer Awardee** — Personiv Manila, 2019
- **Graphicon '19** — Personiv Manila, April 2019
- **Computer System Servicing NC2 – Guest Speaker** — Polytechnic University of the Philippines, Sta. Mesa, Feb 13–14, 2018
- **Certified & Secured Computer Users – CMS (Joomla, WordPress, Opencart), Mobile System Security & Data Forensics** — Pine Breeze, Baguio City, Nov 27–29, 2015