



Reynier Chua

Paranaque City, Philippines

(+63) 9193707108

admin@reynierchua.com / reynier.chua@gmail.com

Professional Experience

Sept 2023 – Present

Happiness Contractor (Technical Support for WordPress.com)

Automattic, Inc. (WordPress.com) | San Francisco, California, United States

| | |
|----------------|--|
| Industry | Information Technology |
| Specialization | Web Hosting Management |
| Role | Freelancer (Remote – Upwork Contract) |
| Position Level | Mid-Expert Level Freelancer |

Responsibilities:

- * Provide in-depth Technical Support to all WordPress.com users. Including WooCommerce, Jetpack, and General SEO.

Skills:

- * Troubleshooting WordPress, WooCommerce, & Jetpack
- * Web Hosting Support
- * On-page & Technical SEO
- * Web Development & Web Design
- * Content Management Systems (CMS)

Aug 2023 – Paused

SEO Copywriter

MatchKicks | York, Pennsylvania, United States

| | |
|----------------|--|
| Industry | Retail |
| Specialization | SEO Copywriter |
| Role | Freelance SEO Copywriter (Remote) |
| Position Level | Mid-Expert Level Freelancer |

Responsibilities:

- * Writing product descriptions and overall content approvals for a startup Ecommerce company
- * Provided SEO consultation services

Skills:

- * SEO Copywriting
- * On-page
- * Keyword Research
- * Copywriting

Jun 2022 – Mar 2024

SEO Specialist, Copywriter, & Frontend Development

SEO Jokers | Boise, Idaho, United States

| | |
|----------------|---|
| Industry | Marketing / Information Technology |
| Specialization | Marketing & Search Engine Optimization |
| Role | Freelance Web dev, SEO Specialist, & Copywriter (Remote) |
| Position Level | Mid-Expert Level Freelancer |

Responsibilities:

- * Provide quality and relevant written content tailored to increase web traffic for our client's businesses and accomplish various tasks related to Search Engine Optimization.
- * Provide On-page & Technical SEO Services
- * Handle clients
- * Keyword Research & Analysis

- Skills:
- * SEO Copywriting
 - * On-page & Technical SEO
 - * Keyword Research
 - * Frontend Development

Jan 2020 – Oct 2023

Team Leader – Business Development Department

Avega Managed Care, Inc. - ASALUS Corporation | National Capital Reg, Philippines

| | |
|----------------|---|
| Industry | Healthcare / Medical |
| Specialization | Marketing/Business Development |
| Role | Business Development Leadership |
| Position Level | Senior Supervisor / 5 Years & Up Experienced Employee |

- Responsibilities:
- * Ensure consistency in closing team quota of 20,000 new members per year
 - * Execute strategies for the In-house sales team
 - * Ensure positive professional development for all members of the sales team
 - * Reporting to management on overall in-house sales status
 - * Report and analysis of marketing trends
 - * Leadership

- Skills:
- * Leading business development officers
 - * Improving sales funnel
 - * Leadership & Strategy

Nov 2006 – Present

Professional Freelancer - Web Dev / Content Writer / SEO Specialist

Top Rated Freelancer via Upwork

| | |
|----------------|------------------------------------|
| Industry | Marketing / Information Technology |
| Specialization | Search Engine Optimization |
| Role | Freelancer |
| Position Level | Mid–Expert Level Freelancer |

- Responsibilities:
- * Ensure the client’s website is optimized for search engine
 - * Affiliate marketing & E-commerce consultant
 - * WordPress Developer
 - * SEO Content Writing
 - * Keyword Research, On-page SEO, Technical SEO, Site Audit
 - * Full Stack Web & Software Development

- Skills:
- * Search Engine Optimization
 - * Develop websites for various clients (ie. E-commerce, Affiliate Marketing, Portfolio)
 - * Content Writing & SEO Copywriting

Jan 2019 – Jan 2020

Department Lead – Partnership Development

Avega Managed Care, Inc. - ASALUS Corporation | National Capital Reg, Philippines

| | |
|----------------|--|
| Industry | Healthcare / Medical |
| Specialization | Marketing/Business Development |
| Role | Business Development Leadership |
| Position Level | Supervisor / 5 Years & Up Experienced Employee |

Responsibilities:

- * Establish a new sub-department for the external sales group
- * Identify and build relationships with New Brokers, Agents, and Partners
- * Develop strategies to empower external sales channel
- * Product training and orientation
- * Report and analysis of marketing trends
- * HMO Sales and Marketing

Skills:

- * Building sales network
- * Establishing a new department
- * Contracts and partnership agreements

Oct 2015 – Dec 2017

Proprietor / Business Owner

Nethergear Enterprises | National Capital Reg, Philippines

| | |
|----------------|---------------------------------|
| Industry | Textiles / Garment |
| Specialization | Sales - Corporate |
| Role | Distributor/Channel Sales |
| Position Level | CEO / SVP / AVP / VP / Director |

Responsibilities:

- * Distributor/Supplier of custom-made Bags and Textile products
- * Corporate presentation of our products (Company giveaways)
- * Strategic Marketing
- * Web Development & SEO
- * Online Marketing (E-commerce)
- * Leadership

Skills:

- * Business Establishment
- * Sales and Marketing
- * Search Engine Optimization
- * E-commerce Development

Mar 2015 – Jan 2019

Business Development Officer

Avega Managed Care, Inc. - ASALUS Corporation | National Capital Reg, Philippines

| | |
|----------------|--|
| Industry | Healthcare / Medical |
| Specialization | Marketing/Business Development |
| Role | Business Development |
| Position Level | Supervisor / 5 Years & Up Experienced Employee |

Responsibilities:

- * Meet or exceed the assigned quota of 3,000 new members per year
- * Consultant for corporate clients who need Health Benefits Administration
- * Report and analysis of marketing trends
- * Client Prospecting
- * Risk Calculation
- * Open possibilities for new products

Skills:

- * Quota Achievement
- * Negotiation
- * Communication skills
- * Risk Assessment
- * Strategic Marketing

Mar 2012 - Mar 2015

Web Developer

Intellicare - ASALUS Corporation | National Capital Reg, Philippines

| | |
|----------------|--|
| Industry | Computer / Information Technology (Software) |
| Specialization | IT/Computer - Software |
| Role | Others |
| Position Level | 1-4 Years Experienced Employee |

Responsibilities:

- * Company website creation and maintenance
- * Facilitate meetings about software and web development
- * Database Administration
- * Application Development
- * Development and Maintenance of Online Web Portals using VB.NET, MVC Framework.
- * Creating, Updating, and Facilitating Web Portal Orientation and Training
- * Development and Maintenance of internal human resource database and web portal
- * Online swipe technology (POS Terminals)
- * Coordinating with managers and executives about innovation for web and software applications.

Skills:

- * Software and Web development using different languages Majority VB.NET & C#
- * Strategies and skills from previous employment
- * Development of a web portal used by over 1million individuals

Feb 2011 - Mar 2012

Technical Training Specialist

SPI Global Solutions (Formerly ePLDT Ventus)

| | |
|----------------|---|
| Industry | Call Center / IT-Enabled Services / BPO |
| Specialization | Training & Development |
| Role | Supervisory |
| Position Level | 1-4 Years Experienced Employee |

- * DNS Management
- * Synergy with other business support personnel to better the productivity and quality of our overall service

Responsibilities:

- * Product/Process (Technical) Training and development for New Hire agents of Verio Web hosting Customer Care
- * Facilitate training for new or tenured call center professionals
- * Coordinate with Operations and Quality Specialists to better the service level of the account
- * Generate daily/weekly/monthly reports for training quality and overall agent performance
- * Update/Create agenda and modules for training
- * Coordinating with training managers from Verio counterparts to ensure that all training materials are up-to-date and calibrated

Skills:

- * Training and development
- * Further Enhanced my communication skills through client and business support interactions
- * Detailed version of how the internet works by working in a web hosting environment
- * Proficiency in the aspect of DNS, shared or dedicated web servers, mail servers, database servers, and transaction servers
- * Database Management

Apr 2010 - Feb 2011

Technical Support Representative

SPI Global Solutions (Formerly ePLDT Ventus)

| | |
|----------------|---|
| Industry | Call Center / IT-Enabled Services / BPO |
| Specialization | Technical & Helpdesk Support |
| Role | IT Support/Helpdesk |
| Position Level | 1-4 Years Experienced Employee |

Responsibilities:

Provide support via Email, Chat, and Phone.

Understanding technical issues and providing resolution to problems involves the following:

- * Database Management
- * Network Administration
- * Coding analysis
- * Email troubleshooting
- * Secure Shell administration (SSH)
- * SSL (secure sockets layer)
- * Domain Name System and registration (DNS/DNR)
- * Website management

Jul 2007 - Mar 2010

Web Master and Technical Assistant

Trade Editions Inc. | National Capital Reg, Philippines

| | |
|----------------|---|
| Industry | Electrical & Electronics |
| Specialization | IT/Computer - Network/System/Database Admin |
| Role | System Administrator |
| Position Level | 1-4 Years Experienced Employee |

Responsibilities:

- * Corporate Website development and maintenance
- * Advertising company-related products such as transformer oils.
- * Keeping track and updating oil prices via MS Excel
- * Updating company profile for submission to possible clients

Skills:

- * Web programming
- * Communication skills
- * Proficiency in software applications such as MS Excel, MS Word, and MS PowerPoint

Education

2007 – 2010

Central Colleges of the Philippines

Bachelor's/College Degree in Computer Science/Information Technology | Philippines

Major Information Technology

2002 – 2006

La Salle Green Hills

High School Diploma in high school | Philippines

Skills

Advanced

Full Stack SEO (Search Engine Optimization), Copywriting, Business Development, Sales & Marketing, Leadership, HTML5, PHP, ASP.NET, ASP, C#, JavaScript, MSSQL / MySQL, Training and Development, Customer Service, MVC Framework

Intermediate

C++ Programming Language, Software Quality Assurance

Spoken Languages

Proficiency level: 0 - Poor, 10 - Excellent

| Language | Spoken | Written |
|----------|--------|---------|
| Filipino | 9 | 9 |
| English | 9 | 9 |

Additional Info

PURPOSE & OBJECTIVES

"You never lose. You either win or learn." – A quote by Nelson Mandela.

I live by this quote; it never fails to fuel my drive. Always savor the success of calculated risks and learn from every mishap encountered. I find comfort in reading, analyzing, and understanding data, which led me to become a problem solver for people around me. My objectives in life are simple: do great things, share knowledge/experiences, and always deal in good faith.

COURSES / TRAINING ATTENDED

- * 2023 The Complete Copywriting Course: Write to Sell Like a Pro
- * 2021 Unite to Ignite Sales Training (Co-Hosted)
- * 2021 OSH Training (Occupational Safety and Health)
- * 2018 G.R.I.T Training
- * 2017 Consultative Selling
- * 2016 Business Development and Sales Training
- * 2013 Microsoft ASP.NET & VB.NET Training
- * 2011 Training Management (As a product trainer)
- * 2011 Effective Presentation Skills
- * 2011 Excel training
- * 2006 Call Center training program
- * 2006 Voice Lessons, Center for Arts Foundation Inc.

ADDITIONAL SKILLS

- * Search Engine Optimization
- * SEO Content Writing
- * Copywriting
- * WordPress and other CMS platforms
- * Web Development
- * Knowledgeable in computer hardware and software (specializing in software)
- * Proficient in using Microsoft Office for reports, modules, and presentations
- * Proficient in .NET Framework, C++, Java, PHP, SQL
- * Typing speed from 80 – 100 WPM (words per minute)

PERSONAL STRENGTHS

- * Highly Adaptive
- * Creative & Imaginative
- * Resourceful
- * Optimistic
- * A team player
- * A research geek
- * Very communicative