



Reynier P. Chua
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Professional Experience

Feb 2025 – Dec 2025

Happiness Engineer

Automattic, Inc. (Jetpack, & Other Bets) | San Francisco, California, United States

Responsibilities:

- Provided technical support for WordPress.com, Jetpack, and Automattic products via chat and email.
- Resolved issues involving plugins, performance, security, backups, and domains.
- Assisted with website setup, migrations, and WordPress best practices.
- Collaborated with internal teams on bug reporting and customer experience improvements.

Skills:

- WordPress & Jetpack Support
- Technical Troubleshooting
- Website Performance & Security
- Customer Communication
- Remote Support

Jan 2024 – Present

SEO & SEM Specialist (Freelance Consultant)

RESTO Athletic & Half Price Banners | Kansas City, Missouri, United States

Responsibilities:

- Managed SEO and SEM strategies to improve traffic, visibility, and conversions.
- Optimized Google Merchant Center product feeds and e-commerce listings.
- Conducted keyword research, competitor analysis, and performance tracking.
- Provided recommendations to improve online visibility, user acquisition, and AI search presence

Skills:

- SEO Strategy & Analytics
- Search Engine Marketing
- AI Search Optimization
- Keyword Research

Sept 2023 – Feb 2025

Happiness Contractor (Freelance via Upwork)

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

Responsibilities:

- Provided technical support for WordPress.com users, including WooCommerce, Jetpack, and SEO-related issues.
- Troubleshoot website, hosting, and performance-related concerns.

Skills:

- WordPress, WooCommerce & Jetpack Support
- Web Hosting & Technical Troubleshooting

Aug 2023 – July 2024

SEO Copywriter (Freelance via Upwork)

MatchKicks | York, Pennsylvania, United States

Responsibilities:

- Created and optimized product content for an e-commerce startup.
- Provided SEO consulting to improve website visibility and content performance.

Skills:

- SEO Copywriting & Content Optimization
- On-page SEO
- Keyword Research

Jun 2022 – Mar 2024

SEO Specialist, Copywriter, & Web Dev (Freelance via Upwork)

SEO Jokers | Boise, Idaho, United States

Responsibilities:

- Produced SEO content and implemented optimization strategies to improve organic traffic.
- Performed keyword research, on-page, and technical SEO tasks.
- Edited and optimized website content, layouts, and frontend elements using WordPress.

Skills:

- SEO Strategy & Content Optimization
- Keyword Research
- WordPress & Frontend Development

Jan 2020 – Oct 2023

Team Leader – Business Development Department

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

Responsibilities:

- Led a 20+ member sales team and drove performance toward annual targets.
- Developed and executed sales strategies to improve team results and conversions.
- Supported team growth through coaching, mentoring, and professional development.
- Reported sales performance and insights to management.

Skills:

- Building and improving sales funnel
- Team Leadership & Strategy
- Performance Management
- Remote Work Strategy & Implementation

Jan 2019 – Jan 2020

Department Lead – Partnership Development

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

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:

- Strategic Marketing
- Establishing a new department
- Contracts and partnership agreements

Oct 2015 – Dec 2017

Proprietor / Business Owner

Nethergear Enterprises | National Capital Reg, Philippines

Responsibilities:

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

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

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:

- Negotiation
- Communication skills
- Risk Assessment

Mar 2012 - Mar 2015

Web Developer

Intellicare - ASALUS Corporation | National Capital Reg, Philippines

Responsibilities:

- Developed and maintained company websites, web applications, and online portals.
- Managed databases and internal HR systems.
- Built and supported web portals using VB.NET and MVC Framework.
- Led user training, onboarding, and documentation for web-based systems.
- Facilitated meetings and coordinated software and web development projects.
- Supported POS terminal and online swipe card technologies.
- Collaborated with managers and executives to identify and implement technology improvements and innovations.

Skills:

- Software and web development using VB.NET, C#, and other programming languages.
- Strong problem-solving, project coordination, and process improvement skills.
- Experience developing and maintaining a web portal serving over 1 million users.
- Ability to apply technical and business insights to improve systems and workflows.

Feb 2011 - Mar 2012

Technical Training Specialist
SPI Global Solutions (Formerly ePLDT Ventus)

Responsibilities:

- Delivered technical and process training for new hires in web hosting customer support.
- Facilitated training sessions for both new and tenured call center agents.
- Collaborated with Operations and Quality teams to improve service performance and customer experience.
- Prepared daily, weekly, and monthly reports on training effectiveness and agent performance.
- Developed and maintained training materials, agendas, and learning modules.
- Coordinated with client-side training managers to ensure training content remained accurate and up to date.

Skills:

- Training, coaching, and employee development.
- Strong communication and presentation skills developed through customer and business support.
- In-depth understanding of web hosting technologies and internet infrastructure.
- Knowledge of DNS, web servers, mail servers, database servers, and transaction servers.
- Database administration and management.

Apr 2010 - Feb 2011

Technical Support Representative
SPI Global Solutions (Formerly ePLDT Ventus)

Responsibilities:

- Provide technical support via Email, Chat, and Phone.

Jul 2007 - Mar 2010

Web Dev and Technical Assistant
Trade Editions Inc. | National Capital Reg, Philippines

Responsibilities:

- Website development and maintenance (Vanilla .php)

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

Tech

Tech Support, Full Stack SEO (Search Engine Optimization), WordPress, HTML5, PHP, ASP.NET, C#, JavaScript, MSSQL / MySQL, C++, Software Quality Assurance

Sales & Others

Marketing, Copywriting, Business Development, Customer Service, Training & Development