

2537 Medel Street, Sta. Ana  
Manila, Philippines

Tel : +632 5621860  
Mobile : +639272306105  
Email : andyildefonso@gmail.com



---

## FERNANDO W. ILDEFONSO

---

SEM/SEO Specialist, Technical Consultant, Web Designer/Developer

---

### PROFESSIONAL EXPERIENCE

---

#### Asian Development Bank

6 ADB Avenue, Mandaluyong City 1550, Philippines

Position: **Technical Consultant**

Employment Duration: March 2007 - Present

Department: External Relations

#### Duties and Responsibilities

---

- ✚ Maintain and conduct updates on ADBI website (<http://www.adbi.org> )
- ✚ Conduct a daily, weekly, and monthly report.
- ✚ Usability and Functionality of ADBI website (<http://www.adbi.org> )
- ✚ Encoding of content into the ADBI CMS.
- ✚ Preparation and enhancement of photographs used to complement the content on the site.
- ✚ Conversion of documents into the appropriate web formats (PDF).
- ✚ Updating the content of archives and listings on the site.
- ✚ Updating of section pages on the site.
- ✚ Generation of reports on site usage, link analysis, and implementation.
- ✚ Analysis of new document / entry type requirements and configuration of the CMS to handle new types.

#### Prototek Sheetmetal Fabrication

244 Burnham Intervale Rd, Contocook, NH 03229

Position: **SEO Specialist, Web Designer, Graphics Designer, Desktop Publishing, Web Programming**

Employment Duration: August 2006 - October 2007

Department: Web Development

#### Duties and Responsibilities

---

- ✚ Conduct SEO on all Prototek Sites which includes on-page and off-page SEO
- ✚ Web Designing
- ✚ Maintenance of all Prototek sites in terms of SEO, Web Design, etc...
- ✚ Conduct QA for the Prototek Project
- ✚ HTML/PHP Coding
- ✚ Provide Marketing materials like brochure, business card, logo, etc ...
- ✚ Create flash animation
- ✚ Provide a detailed report of their SEO ranking and current status of their websites

## Global Internet Promotion

23<sup>rd</sup> Floor, Unit 6, Export Bank Plaza Chino Roces cor.  
Sen. Gil Puyat Ave. Makati City, Metro Manila, Philippines

### I. Position: **Lead HTML/PHP Coder**

Employment Duration: October 2005 - November 2006

Department: Web Development

#### Duties and Responsibilities

---

- ✚ Act as a team leader
- ✚ Monitor subordinates' work loads
- ✚ Develops and maintains directory websites for
- ✚ Maintenance and QA for the CNN Project [cities-newsnetwork.com]
- ✚ HTML/PHP Coding
- ✚ Implementation of new instructions

### II. Position: **Researcher**

Employment Duration: July 2005 - October 2005

Department: Web Development

#### Duties and Responsibilities

---

- ✚ Conduct a thorough analysis of the every aspect of the CNN Project
- ✚ Make a detailed report like 404 Error and Link building of cities-newsnetwork.com
- ✚ Conceptualization and Analysis of the CNN Project cities-newsnetwork.com

### III. Position: **Senior Content Writer**

Employment Duration: May 2005 - July 2005

Department: Copywriting

#### Duties and Responsibilities

---

- ✚ SEO Content Copywriter

### IV. Position: **Junior Content Writer**

Employment Duration: March 2005 - May 2005

Department: Copywriting

#### Duties and Responsibilities

---

- ✚ Creates Ad Lines for SEO Promo Sites

### V. Position: **SEO Developer**

Employment Duration: January 2005 - March 2005

Department: SEO

#### Duties and Responsibilities

---

- ✚ Conduct a Search Engine Optimization of the client websites
- ✚ SEO Database updates and inputs
- ✚ Proposed quality keywords to promote good traffic of client's sites.
- ✚ Provide keyword analysis using Keywords Research Tool
- ✚ Adapt evolving industry trends/engine changes, researching algorithm trends and search engines.
- ✚ Checking of link accessibility and if the promo sites made works properly in different browsers.
- ✚ Validate websites in accordance to XHTML and W3C standards.

VI. Position: **Update Technician**

Employment Duration: September 2004 - December 2004

Department: SEO

**Duties and Responsibilities**

---

- ✚ Creates promotional websites for different clients abroad

**SPI Technologies**

SPIS Bldg., Pascor Drive, NAIA Road, Sto. Niño, Parañaque City 1700, Philippines

Position: **Document Analyst**

Employment Duration: May 2004 - June 2004

**Duties and Responsibilities**

---

- ✚ Conduct analysis on each document being transferred and make an SGML/XML Format for electronic output

**Freelance Web Designer**

July 2003 - Up to present

**Services Offered**

---

- ✚ SEO, Web Design, Graphics Design, Desktop Publication, Flash Design, Multimedia Design

**ONLINE PORTFOLIO**

---

**Profile:**

- ✚ <http://www.andyildefonso.com>
- ✚ <http://www.coroflot.com/andyildefonso>

**Latest Projects:**

- ✚ <http://www.thefastfilers.com>
- ✚ <http://www.fourcornerstone.com>
- ✚ <http://www.megalight.com>
- ✚ <http://www.bcdi.com.ph>
- ✚ <http://www.inksfordelivery.com>
- ✚ <http://www.bulbazon.com>

**Technical Consultant:**

- ✚ <http://www.adbi.org>

**Previous Projects:**

- ✚ <http://www.essenceandscenes.com>
- ✚ <http://www.advancedrapidmachining.com>
- ✚ <http://www.guerrerolawfirm.com>
- ✚ <http://www.prototek.com>
- ✚ <http://www.prototekmetals.com>
- ✚ <http://www.prototeksheetmetalfabrication.com>
- ✚ <http://www.prototekfabrication.com>
- ✚ <http://www.prototekmachining.com>
- ✚ <http://www.dynamicsheetmetal.com>
- ✚ <http://www.kearns.bravehost.com/philiipineballroom/>

- ✚ <http://www.kearns.bravehost.com/loancaravan/>
- ✚ <http://www.metasourceinternational.com>
- ✚ <http://www.techmiravista.com>
- ✚ <http://www.englishadventurecamp.com>
- ✚ <http://www.colorteck.com>
- ✚ <http://www.kearns.bravehost.com/mis/>
- ✚ <http://www.kearns.bravehost.com/regent/>

#### Web Administrator:

- ✚ <http://www.cities-newsnetwork.com>

#### Other Portfolio

- ✚ <http://www.e-bit.com.ph>
- ✚ <http://www.kearns.bravehost.com/proart/home.html>
- ✚ <http://www.kearns.bravehost.com/valuegen/>
- ✚ <http://www.kearns.bravehost.com/melanie/>
- ✚ <http://www.kearns.bravehost.com/rodel/>

#### Sample Banners

- ✚ <http://www.kearns.bravehost.com/banner/>
- ✚ <http://www.kearns.bravehost.com/rsstickler/>

#### International Clients

- ✚ e-Market Software - <http://www.emarketsoftware.com/>
- ✚ Organized Outcomes - <http://www.organizedoutcomes.ca/>
- ✚ Esplanade Tours - <http://www.esplanadetours.com>
- ✚ Green - Orange - <http://www.green-orange.com>
- ✚ Prototek - <http://www.prototek.com>
- ✚ Remember Alamo - <http://www.rememberalamo.com>
- ✚ Stone Summit Developer - <http://www.stonesummitllc.com/>
- ✚ Keywinn.com - <http://www.keywinn.com/>
- ✚ Bulbazon - <http://www.bulbazon.com/>
- ✚ Megalight.com - <http://www.megalight.com/>
- ✚ Four Cornerstone, LLC. - <http://www.fourcornerstone.com/>
- ✚ The Fast Filers - <http://www.thefastfilers.com/>
- ✚ Megalight - <http://www.megalight.com/>

## SKILLS / KNOWLEDGE

---

- ✚ SEO: On Page and Off Page SEO, SEM, Wordtracker
- ✚ Web Design: HTML, XHTML, CSS, Photoshop, Dreamweaver 8, Swish, CMS, Adobe Acrobat
- ✚ Security Administration
- ✚ Pc / Software Troubleshooting
- ✚ Programming: PHP, AJAX, JAVA
- ✚ Database: MySQL
- ✚ Hardware and Software: (Maintenance and Installation), Network and Internet Security.

## EDUCATIONAL ATTAINMENT

---

### University of Makati

J.P. Rizal Ext., West Rembo, Makati City

Degree: B.S. Computer Science Major in Object Oriented Programming

Inclusive Dates: 2000 - 2004

### Pamantasan ng Makati

Se. Gil. Puyat Ave., Makati City

Degree: Secondary Education

Inclusive Dates: 1995 - 1999

### Tejeros Elementary School

Brgy. Carmona, Makati City

Degree: Primary Education

Inclusive Dates: 1992 - 1995

## TECHNICAL TRAINING / SEMINAR

---

### SEMCON Philippines 2007

---

- ✚ 1st Search Engine Marketing Conference in the Philippines  
Hotel Intercontinental Makati  
Makati City, Philippines  
October 09-10, 2007

### Designing Database Effectively

---

- ✚ NIIT Foresight Seminar - August 27, 2003

### System Analysis Design

---

- ✚ University of Makati  
April 10, 2004 to May 15, 2004

### Basic Website Development

---

- ✚ University of Makati  
November 28, 2001

## REFERENCES

---

Available upon request.