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FERNANDO W. ILDEFONSO

SEO/SEM 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, Contoocook, NH 03229

Position: **SEO Specialist, Web Designer, Graphics Designer, Desktop Publisher, Web Developer**

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







23rd 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 / SEM
- ✚ Web Design/Development
- ✚ Graphics Design/Flash
- ✚ Desktop Publishing

ONLINE PORTFOLIO

Online portfolio:

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

Technical Consultant:

- ✚ <http://www.adbi.org/>

























Web Administrator:

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



Latest Designs

- | | |
|---|---|
| ✚ http://www.portcalls.com/ | ✚ http://www.fourcornerstone.com/ |
| ✚ http://www.metasourceinternational.com/ | ✚ http://www.rwherrendds.com/ |
| ✚ http://www.shrofftravel.com/ | ✚ http://www.thefastfilers.com/ |
| ✚ http://www.redsealrecruiting.com/ | ✚ http://www.bcdi.com.ph/ |
| ✚ http://www.redsealimmigration.com/ | ✚ http://www.inksfordelivery.com/ |
| ✚ http://www.jaserecruiting.com/ | ✚ http://www.andyildefonso.com/chuchay/ |

Old Projects

-  <http://www.techmiravista.com/>
-  <http://www.megalight.com/>
-  <http://www.bulbazon.com/>
-  <http://www.keywinn.com/>
-  <http://www.essenceandscenes.com/>
-  <http://www.guerrerolawfirm.com/>
-  <http://www.englishadventurecamp.com/>
-  <http://www.colorteck.com/>
-  <http://www.e-bit.com.ph/>
-  <http://www.advancedrapidmachining.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/loancaravan/>
-  <http://www.kearns.bravehost.com/mis/>
-  <http://www.kearns.bravehost.com/regent/>
-  <http://www.kearns.bravehost.com/valuegen/>
-  <http://www.kearns.bravehost.com/melanie/>
-  <http://www.kearns.bravehost.com/rodel/>
-  <http://www.kearns.bravehost.com/proart/>
-  <http://www.kearns.bravehost.com/philiipineballroom/>








Sample Banners

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

International Clients

-  Organized Outcomes - <http://www.organizedoutcomes.ca/>
-  Mighty Tickler - <http://www.emarketsoftware.com>
-  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/>
-  Drive Home Productions - <http://www.drivehomeproductions.com/>
-  Park Hill Home Builder - <http://www.parkhillbuilder.com/landing-page/>
-  Dunn Bros Coffee - <http://it-is-dunn.com/index.html>

SKILLSET

-  SEO/SEM, On Page and Off Page SEO, Wordtracker
-  Google Webmaster Tools, Google Analytics, Web Trends
-  HTML, XHTML, CSS
-  Adobe Photoshop, Adobe Image Ready, Adobe Page Maker
-  Dreamweaver 8, Swish, Edit Plus
-  CMS, Word Press
-  PHP, MySQL, Java, AJAX

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

St. John Mark Academy

Juana 3, San Pedro, Laguna

Degree: Primary Education

Inclusive Dates: 1989 – 1992

TECHNICAL TRAINING / SEMINAR

PHP-MySQL Programming

- ✚ ACE I.T. Learning Solutions
Quezon City, Philippines
September 13-14, 2008

SEMCON Philippines 2008

- ✚ 2nd Search Engine Marketing Conference in the Philippines
Hotel Intercontinental Makati
Makati City, Philippines
September 09-10, 2008

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

- ✚ April 10, 2004 to May 15, 2004

Basic Website Development

- ✚ November 28, 2001

REFERENCES

Available upon request.