

# Maynard Mandy Menodin

## Front-End Web Developer | Graphic Designer

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## PROFESSIONAL SUMMARY

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Front-End Web Developer with 3+ years of combined experience building responsive websites, email templates, and high-converting marketing landing pages. Skilled in HTML, CSS, JavaScript, PHP, and Tailwind CSS, with a strong eye for design using Adobe Photoshop and Illustrator. Proven ability to deliver polished, user-focused web experiences across diverse industries.

## TECHNICAL SKILLS

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**Languages:** HTML, CSS, JavaScript, PHP

**Frameworks & Tools:** Tailwind CSS, WordPress, Elementor

**Design:** Adobe Photoshop, Adobe Illustrator, Canva

**Other:** Responsive Design, Cross-Browser Compatibility, UI/UX, Email Template Development, Landing Page Optimization, Email Campaigns, Social Media Management, Video Editing (Reels), Typeform

## WORK EXPERIENCE

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### Freelance Web & Digital Marketing Manager

**Independent Client (Part-Time)** | 2025 – Present

- Manage and update client's Wix website, ensuring content is current, visually consistent, and optimized for user experience.
- Plan and execute email marketing campaigns, handling design, copywriting, scheduling, and performance tracking.
- Manage client's Instagram account, developing a content schedule and maintaining consistent brand presence.
- Create and edit short-form video content (Reels) for social media, handling filming coordination, editing, and publishing.
- Built and configured a Typeform platform for client data collection, streamlining lead generation and form-based workflows.

### Front-End Web Developer

**Play-asia Support Ltd. Inc.** | 2022 – 2026

- Built and maintained responsive email templates ensuring consistent brand presentation across major email clients.
- Designed and optimized marketing landing pages, improving user engagement and conversion rates for a global e-commerce platform (play-asia.com).
- Modernized the affiliate dashboard UI based on client specifications, significantly enhancing usability and user experience.
- Developed a dedicated partnership application landing page with seamless website embedding: [play-asia.com/info/PartnerProgram](https://play-asia.com/info/PartnerProgram).
- Built responsive websites and landing pages using HTML, CSS, PHP, JavaScript, Tailwind CSS, and WordPress with Elementor.

- Created graphics for Pinterest and LinkedIn marketing campaigns, including billboards, banners, and social media visuals.

### **IT Technical Support / Graphic Designer**

**Next Generation Technologies Global Inc.** | 2019 – 2022

- Provided hands-on technical support for hardware, software, and peripheral issues across desktop, printer, and POS systems.
- Performed network diagnostics and maintained consistent system connectivity across the organization.
- Documented IT incidents and managed equipment inventory for accurate record-keeping.
- Produced marketing materials including billboards, banners, and social media posts using Adobe Photoshop and Illustrator.

## **EDUCATION**

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### **Bachelor of Science in Information Technology**

Columban College Inc., Olongapo City | 2016 – 2019