Rogene Cris Violeta

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Full-Stack Web Developer with a strong command of modern technologies and a passion for building impactful digital solutions. Skilled in leveraging GoHighLevel to create automated workflows, manage CRMs, and drive engagement through targeted email/SMS marketing—enhancing customer experiences and delivering measurable business results.

Work Experience

GoHighLevel Implementation Project
Personal Project

- Built and optimized marketing workflows using GoHighLevel, including lead form follow-ups, contact tagging, and pipeline movement.
- Set up custom forms, calendar bookings, and automated email/SMS sequences.
- Created drag-and-drop funnels/websites and connected domains for custom tracking.
- Leveraged GHL's CRM to manage and segment contacts for personalized outreach.
- Demonstrated the ability to reduce manual work and increase lead conversion rates through automation.

Full Stack Developer   **July 2023 – January 2025**
Code Squirrel, 2404A Logan Road Eight Mile Plains QLD Australia

- Contributed to the analysis and redesign of the core business logic, leading to fewer bugs and faster deployment cycles.
- Fostered a collaborative team environment, leading to more efficient problem-solving and a culture of innovation.
- Assisted in managing server environments, debugging deployments, and conducting code reviews.
- Designed and developed APIs while leading the frontend development efforts.
- Proactively engaged with project managers, creating more sustainable solutions for system requirements and technical challenges.

Tech Stack: HTML, CSS, Javascript, Blade, Tailwind CSS, Laravel, MySQL, GraphQL, Curl, Cypress, CI/CD, Git, Gitlab, Linux Server, React, React Query, React Material UI, Typescript, OAuth, SWR, Crontab

Team Lead | Frontend Developer   **February 2020 – June 2023**
Awesome CX, Ayala Business Center Matina Town Square, Gen. Douglas MacArthur Hwy, Davao City, 8000 Davao del Sur

- **Store Integration Lead** • Aug 2021 – June 2023
- **Store Integration Tier 2 Support** • June 2021 – August 2021
- **Store Integration Specialist** • February 2020 – June 2021
  - Streamlined workflows and increased productivity through efficient monitoring processes and reduced manual tasks.
  - Mentored team members, fostering their growth and driving continuous improvement. Achieved a 40% promotion rate for team members, leading to their advancement to higher roles.
  - Collaborated with cross-functional teams, conducted comprehensive research, and implemented enhancements to optimize workflow efficiency and ensure successful project delivery.
  - Resolved complex issues by utilizing thorough analysis, optimal solutions, and deep domain knowledge in Honey products. I also led successful projects and workflow rollouts while providing guidance to new team members.
  - Drove revenue growth through effective integration and maintenance of Honey/PayPal products, while proactively resolving bugs and optimizing functionalities to ensure optimal performance.

Full Stack Developer   **August 2018 – February 2020**
Flatworld Solutions PH, Cabantian Buhangin-Cabantian-Indangan Rd, Buhangin, Davao City, Davao del Sur

- Developed website interfaces using HTML, CSS, JavaScript, and Vue.js, resulting in highly engaging and user-friendly designs.
- Integrated Laravel back-end framework with GraphQL and SQL, optimizing data querying and manipulation for a seamless user experience.
- Utilized advanced OOP principles, including the repository pattern, to build scalable and efficient code, improving performance and maintainability.
- Maintained proactive and transparent communication with clients, incorporating their feedback and delivering frequent development updates to foster a collaborative project environment.
- Exceeded client expectations through rapid learning, leading to enhanced satisfaction and successful project outcomes.

Tech Stack: HTML, CSS, Javascript, Blade, Bootstrap, jQuery, Laravel, MySQL, GraphQL, Git, Gitlab, React, Vue, OAuth

Education

Philippine Women's College of Davao City • April 2015
Bachelor of Science in
Information Technology

Skills & Other

Programming Languages HTML, CSS, JavaScript, TypeScript, PHP, Python, SQL
Libraries and Frameworks: Laravel, React.js, Next.js, Express.js, Vue.js, Bootstrap, Puppeteer, Cypress, Tailwind CSS, SWR, React Query, Redux, Zustand
Database: MySQL, MongoDB, Firebase
Tools and Platforms: Git, Github, Bitbucket, Jira, GitLab, Heroku, Insomnia, Postman, Github Actions (CI/CD), Swagger, GoHighLevel

Projects

FullCalendar: YouTube | Github Repository
Tech Stack: Laravel, PHP, Vue.js, Eloquent ORM, MySQL
Developed Full Calendar project using Laravel and Vue.js, and led into the creation of YouTube tutorial with positive feedback and requests from the developer community.

PHP MVC Route Dispatcher: Github Repository
Tech Stack: PHP, .htaccess, HTML
Implemented Model View Controller (MVC) architecture and a Controller-based Routing system.