



## CONTACT

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## TOOLS

- WordPress
- Elementor
- Woocommerce
- Canva
- Figma
- GoDaddy
- Hostgator
- Cpanel
- AISEO
- Google Search Console
- Ubbersuggest
- SEMrush
- Chatgpt
- Shopify
- Wix
- Systeme.io
- GoHigh Level

# GEE ANNE BARBARONA

## WordPress Designer & Builder (Elementor)

I build high-converting WordPress websites for female entrepreneurs that are easy to manage, fully responsive, and strategically designed to support premium offers, launches, and long-term business growth.

## WORK EXPERIENCE

### WORDPRESS DESIGNER & BUILDER (CONTRACT)

#### Functional Synergy | September 2025 - December 2025

- Designed and built high-converting sales pages and landing pages using WordPress and Elementor to support launches, lead generation, and premium offers.
- Translated written copy into a structured, high-converting page design aligned with the client's brand and offer.
- Optimized existing WordPress pages by improving layout consistency, spacing, typography, and mobile responsiveness.
- Fixed responsiveness and usability issues across desktop, tablet, and mobile devices.

### WORDPRESS DESIGNER & BUILDER | JUNIOR SEO (CONTRACT)

#### Thomas Consult | May 2025 - October 2025

- Designed and built WordPress website using Elementor and pre-designed template, tailoring layouts to support client branding, credibility, and business goals.
- Maintained WordPress websites using Elementor, ensuring mobile responsiveness, consistency, and brand alignment across all pages.
- Published and formatted client-provided blog content, ensuring proper heading structure, internal linking, and image optimization.
- Applied on-page and technical SEO fundamentals, including SERP preview optimization, schema markup (Local Business), and Open Graph setup.
- Enhanced website performance and stability by resolving technical issues, broken links, and layout inconsistencies.
- Supported lead generation by implementing contact forms with reCAPTCHA, mobile-friendly sticky headers, and clear calls-to-action.
- Monitored basic site performance and visibility using Google Search Console, contributing to increased impressions and keyword coverage over time.
- Maintained website quality by resolving technical issues and reducing low-quality or harmful backlinks.
- Tracked website growth and visibility using Google Search Console, contributing to 18.1K search impressions and 282 organic clicks, helping increase brand exposure and awareness.
- Collaborated with clients to implement content and layout updates efficiently, ensuring websites remained current, accurate, and aligned with evolving business needs.
- Provided ongoing website support and maintenance, addressing updates, fixes, and improvements to ensure long-term stability and performance.

## WORDPRESS SKILLS

- WordPress Installation & Hosting Setup
- Plugin Integration
- Page Builder Expertise
- Responsive Design
- Website Performance Optimization
- E-commerce Website Setup
- Website Migration
- Blog Setup & Management
- Troubleshooting & Debugging

## SEO SKILLS

- SEO Audits & Reporting
- Keyword Research
- On-Page SEO
- Image Optimization
- Blog SEO
- Backlink Strategy & Link Building
- Local SEO
- Site Speed Optimization
- SEO Audits & Reporting
- SEO Copywriting Basics

## WORK EXPERIENCE

### WORDPRESS DESIGNER & BUILDER | JUNIOR SEO (FULL-TIME)

#### Kraft Communications | June 2024 – June 2025

- Designed and built a custom e-commerce website using WordPress and GoDaddy, tailored to the client's brand and business goals.
- Developed and managed a large product-based website (2,000+ products) using Elementor Pro and WooCommerce for organized product display and easy backend management.
- Customized themes and templates to create a user-friendly shopping experience with clear navigation and responsive layouts across all devices.
- Improved site performance and reliability by optimizing the website database and resolving technical issues efficiently.
- Conducted thorough testing and quality assurance to ensure smooth functionality before and after deployment.
- Supported the client throughout the project by providing technical guidance, troubleshooting, and ongoing website support.
- Performed website audits and applied on-page SEO best practices (meta tags, headers, image alt text, internal linking, and URL structure) to support organic visibility.
- Improved page speed and mobile responsiveness to enhance user experience and engagement.
- Created and published SEO-optimized blog content aligned with search intent to support long-term traffic growth.
- Delivered monthly performance reports, providing insights on website health, visibility, and improvement opportunities.

### DIGITAL MARKETING ASSISTANT (CONTRACT)

#### Ocean Studio 360 | March 2024 – August 2024

- Collaborated with designers and developers to implement clean, structured website layouts aligned with brand guidelines and user experience best practices.
- Wrote and optimized website copy and blog content using AI-assisted tools (ChatGPT), ensuring clarity, readability, and search intent alignment.
- Optimized meta titles, meta descriptions, and focus keywords using AIOSEO to improve page relevance and SERP presentation.
- Structured content using proper header hierarchy (H1-H3) to enhance content flow, accessibility, and on-page optimization.
- Implemented strategic internal linking to improve site navigation and support crawlability across priority pages.
- Optimized all website images by compressing files, renaming images with SEO-friendly conventions, and adding descriptive alt text.
- Assisted in monitoring website performance and resolving content-related or layout issues through testing and quality assurance.
- Supported website updates and migrations to ensure content accuracy, functionality, and consistency post-launch.
- Created branded social media graphics and captions for Instagram, Facebook, and LinkedIn using Canva, and scheduled content through Metricool to maintain consistent online presence.

## WORK EXPERIENCE

### WORDPRESS DESIGNER & BUILDER (CONTRACT)

#### Brandrep | October 2023 – March 2024

- Design and develop 1-2 custom websites per day from scratch using WordPress, and Elementor.
- Edit client-owned websites based on their specific requests.
- Update and publish 6-12 blogs daily.
- Redesign and migrate a Wix website to WordPress.
- Responsive design and implementation.
- Implement on-page SEO best practices, including keyword-rich meta titles, descriptions, headers, and internal linking structures.
- Added and optimized image alt text.
- Conduct testing and quality assurance.

### SHOPIFY DESIGNER (CONTRACT)

#### Glights Led | November 2023 – January 2024

- Designed and developed a fully customized Shopify website from scratch, showcasing a dynamic catalog of 50+ products.
- Managed end-to-end product setup, including adding detailed product listings, images, pricing, and variant configurations.
- Offered ongoing technical support and expert guidance to the client to ensure smooth website operation and ease of use.

### GENERAL VIRTUAL ASSISTANT (FULL-TIME)

#### Credit Bully | July 2022 – October 2023

- Perform administrative tasks such as managing schedules, data entry, and facilitating basic integrations.
- Encode client information to Google Sheets. Address clients' inquiries, comments, and messages through the CRM system.
- Manage the employer's Facebook and Gmail accounts.
- Post rental properties in FB Groups and Marketplace, Furnished Finder, Airbnb, and Craigslist.
- Research agreements with furnishers and debt collectors.
- Draft and compile correspondence such as dispute letters, complaints, arbitration requests, and introductory emails.
- Examine and assess credit reports, providing concise summaries of their information.
- Retrieve, review, and analyze credit reports.
- Utilize credit repair software to generate and modify personalized letters tailored to clients' needs.
- Carry out additional tasks as assigned.

### OFFICE ENGINEER (FULL-TIME)

#### Lak-k Builders | March 2021 – November 2021

- Create and arrange technical documents, inventory records, daily reports, bills of materials, bidding documents, and purchase orders.
- Engage in negotiations with project stakeholders and suppliers.
- Communicate and reply to clients, project stakeholders, and suppliers.
- Generate and send invoices to clients for products or services rendered, including detailed information such as itemized charges, quantities, and payment terms.
- Effectively oversee and control the stock of construction materials, ensuring accurate records of quantities, tracking incoming and outgoing items, and coordinating with suppliers to maintain optimal inventory levels.
- Accurately calculate and generate employee payroll, considering factors such as hours worked, overtime, deductions, and benefits, while adhering to relevant legal requirements and company policies.
- Efficiently manage the purchase order process, including creating, verifying, and tracking orders for necessary goods or services, coordinating with vendors, and ensuring timely delivery while maintaining cost-effectiveness.