



# JAMES RUSTY ORCENA

WEB DEVELOPER

WEB DESIGNER

SEO SPECIALIST

## ABOUT ME

A graphic designer is a professional within the graphic design and graphic arts industry who assembles together images, typography, or motion graphics to create a piece of design.

## EDUCATION

UNIVERSITY OF DESIGN, 2011

Visual Art

WARDIERE UNIVERSITY

Graphic Design School for High School Website


## SKILLS


Graphic Design  80%


Illustration  87%

Photography  65%

## CONTACT

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 Lucban, Quezon

## EXPERIENCE

### HUMMINGBOT BLOCKCHAIN

2019 / 2020 - Senior Technical Support

- Managing and Boosting Social Media Account
- Instagram Moderation
- Discord and Reddit Moderation
- Data entry of all orders on a daily basis
- Answer all user concern regarding bot parameters and liquidity
- mining
- Troubleshoot any Bot Client Issue's
- Coordinating with other dept to resolve any issue (Payout, Back-end, Engineering, Devs)
- Using MySQL, Parrot and Datadog to check any issue's on the website
- Basic Python, Ubuntu and Docker commands
- Dealing with all customer question and issue via Zendesk (Chat, Call, Email)
- Reporting any underlying issue and providing the best solution
- Doing basic technical analysis for bot usage
- Troubleshooting user's generated API keys from exchanges that is connected to our bot.
- Site Development
- Designing Logo, website and other social media post
- Creating Blogs

# WORK EXPERIENCE

## DANG DESIGN

2020 / 2021 - Web Developer, Designer

- WordPress web design, development, and customization
- Website maintenance, migrations, and performance optimization
- Graphic design and PSD-to-WordPress conversion
- SEO technical setup (schema, robots.txt, JSON)
- API integrations, automations, and WooCommerce
- Hosting, domain, and deployment management
- Project coordination and QA

## MILEA MARKETING

2021 / 2023 - Senior Web Developer

- Design and develop responsive WordPress websites
- Customize themes, plugins, and page builders to meet client needs
- Handle both front-end (HTML, CSS, JS) and back-end (PHP, MySQL) development
- Improve site performance, SEO, and security
- Provide ongoing site maintenance and support

## SEO FOR REAL ESTATE INVESTORS

2022 / 2024 - Web Developer, SEO, Paid Advertisement Expert

- Designing UI templates using Figma and Adobe Illustrator
- Developing websites using HTML, CSS, PHP, JavaScript, Webflow, and WordPress
- CMS setup, staging, deployment, migrations, and version control (GitHub, VS Code)
- Website QA, troubleshooting, maintenance, backups, and security (SSL, DNS, hosting)
- Speed optimization, technical SEO, on-page SEO, schema, and performance scoring
- Analytics and tracking integration (Google Analytics, Search Console, Meta Pixel, Tag Manager)
- Paid advertising setup and management (Google Ads, Facebook/Meta Ads)
- Conversion funnels, forms, and payment integrations (Stripe, Mailchimp, WP plugins)
- Hosting, CDN, and database management (Cloudflare, MySQL)



## KRAYNOV DIGITAL MARKETING

2023 / 2024 - Web Developer, Video Editor

- Edit and produce videos for social media, ads, websites, and campaigns
- Cut, trim, and sequence footage with smooth transitions and pacing
- Add motion graphics, titles, captions, and visual effects
- Perform color correction, color grading, and audio enhancement
- Optimize videos for different platforms (YouTube, Facebook, Instagram, TikTok)
- Create video ads, reels, shorts, and promotional content
- Design social media posts, ads, banners, and thumbnails
- Create marketing collaterals (brochures, flyers, posters, pitch decks)
- Design UI graphics, icons, and illustrations
- Ensure brand consistency across all visual materials
- Prepare designs for web, print, and production output

## INNOVATIVE MARKETING

2024 / 2026 - Web Developer, Web Designer, Paid Ads Expert

- Design, develop, and maintain high-performing websites and user interfaces
- Implement SEO, speed optimization, and technical best practices
- Plan, launch, and optimize paid advertising campaigns across platforms
- Build automations, integrations, and CRM-driven workflows
- Create graphic designs, branding assets, and marketing visuals
- Edit and produce videos for ads, social media, and campaigns
- Integrate analytics, tracking, and conversion systems
- Manage deployments, migrations, hosting, security, and ongoing maintenance
- Oversee projects, timelines, quality control, and performance reporting