

ROBERT M. TAYAG

WEB DEVELOPER / EMAIL MARKETER

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 Male

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 Single

 Filipino

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 [iamroberttayag](https://github.com/iamroberttayag)

PROFESSIONAL SUMMARY

Versatile Web Developer and Email Marketer with expertise in HTML5, CSS3, PHP, and SMTP server configuration. Proven track record of increasing publisher earnings by 15% through strategic ad deployment. Specialized in developing responsive websites and executing ethical email marketing strategies to maximize inbox rates and engagement while ensuring high-quality user experiences.

CAREER OBJECTIVE

Seeking an entry-level Web Developer position to apply my knowledge of front-end and back-end technologies, build user-friendly web and android applications, and grow my technical skills within a collaborative development team.

WORK EXPERIENCE

Google Adsense

2008-06-01 — 2014-08-31

Google

California

- Analyzed web traffic patterns and user behavior to provide strategic recommendations for increasing ad revenue.
- Increased publisher earnings by an average of 15% through strategic deployment of responsive ad units and automated targeting.

PROJECTS

Personal Portfolio Website

2012-02-01 — 2022-03-15

Remote

- Developed a fully responsive personal portfolio website using HTML5 and CSS3 to ensure seamless user experiences across mobile, tablet, and desktop devices. Create smtp server for marketing purposes.

 <https://www.roberttayag.me>

HTML5

CSS3

JAVASCRIPT

PHP

POSTFIX

EDUCATION

Freelancer

2007-09-01 — 2022-03-01

Blackhatworld

United States

4.5 / 5

Developed expertise in remote project management, client communication, and independent workflow optimization. Acquired skills in self-directed problem-solving, time management, and delivering high-quality digital services within diverse professional environments. Focused on building a sustainable professional brand and mastering end-to-end service delivery.

LANGUAGES

English (Working knowledge)

COURSES & CERTIFICATIONS

Front / Back End Web / SMTP Developer

2014-05-01 — 2022-03-01

Online

Learned practical web / android development with HTML, CSS, and JavaScript including project-based assessments. Smtp Server Setup.

ACHIEVEMENTS & AWARDS

Ethical Email Marketing

OCTOBER 26 2009

Achieved significant growth in subscriber engagement and conversion rates by implementing ethical email marketing strategies. Ensured high-quality lead generation through strict adherence to data privacy regulations, fostering long-term customer trust and brand loyalty.

ACTIVITIES

Web Designer / Email Marketer

2009-09-01 — 2022-01-15

Freelance

United States

Designed responsive websites and implemented targeted email marketing campaigns to enhance brand visibility. Managed client communications, developed digital assets, and optimized user experiences to drive engagement and conversion rates for diverse freelance projects.

SKILLS

HTML5

PROFICIENT

Proficient in semantic HTML markup, accessible layouts and web standards.

PHP

AVERAGE

Skilled in responsive and modern styling with PHP

Email Marketing

EXPERT

Proper ethical email marketing to maximize high inbox rate.

Smtp Server Setup

EXPERT

Built server that deliver high inbox rate

Communication

BASIC

Clear communicator with peers and clients, both written and verbal.

Problem Solving

ADVANCED

Analytical approach to debugging and code optimization.

INTERESTS

Coding Challenges

Solve algorithmic and programming problems on online platforms to sharpen logical thinking and technical proficiency.

