MARK JOSEPH CACAY

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PROFESSIONAL SUMMARY

Results-driven Web Developer with 15+ years of experience designing, developing, and optimizing websites, web applications, funnels, and CRM systems for international clients. Specialized in WordPress, Elementor Pro, WooCommerce, GoHighLevel, Laravel, Vue.js, PHP, JavaScript, API integrations, automation workflows, SEO, and performance optimization. Experienced in web hosting and server management using SiteGround, WP Engine, HostGator, GoDaddy/cPanel & WHM, and DigitalOcean droplets. Proven ability to lead projects from Figma designs to deployment while delivering scalable, user-focused solutions.

TECHNICAL SKILLS

WordPress, Elementor Pro, WooCommerce, Laravel, Vue.js, PHP, JavaScript, jQuery, HTML, CSS, Shopify, GoHighLevel, HubSpot, API Integrations, PayMongo, PayPal, Stripe, SEO, Git, Hosting & Server Management, Figma, Canva, CRM Automation, Email Marketing.

KEY PROJECTS

- https://www.getfish.com.au/
- https://mymedicalaffairs.com/
- https://lexity.com.au/
- https://saffronandmore.com.au/
- https://lgp.org.au/
- https://pageantpoll.com/ (Laravel + Vue.js)
- https://solaruptime.com.au/
- https://baha.com.au/
- https://enpinstitute.com/
- https://mixquip.com/
- https://www.lorentanuts.com/
- http://www.kayarehab.com/
- https://rakelawyers.com.au/
- https://theroxburybar.com/ (GoHighLevel)
- https://thehushroom.com/ (GoHighLevel)

PROFESSIONAL EXPERIENCE

Dryden Labs / Adaptable DNA
GoHighLevel Specialist
May 2025 – August 2025
Freelance / Part-time

Virtual Work Done
Full Stack Wordpress Developer / GoHighLevel Specialist
April 2023 – January 2025
Freelance

xDigital Excellence (xagency.co)
Full Stack Wordpress Developer / GoHighLevel Specialist
Office: Sydney, NSW, 2000
May 2021 – March 2023
Full-time

- Play a key part in supporting our partner clients to build the vision they want for their businesses.
- Be comfortable taking design mockups and building them into fully functional and responsive sites or pages.
- Develop web content and web assets for deployment, with cross-browser functionality expected.
- Perform product maintenance including uploading, updates, and management.
- Engage in best practice SEO management and web development.
- Work closely with the design team to convey branding that follows UI/UX standards.
- Ensure that coding and setup follow web development standards.
- Engage in web development communities to keep skills and standards up-to-date.
- Perform research and development as a necessary procedure to investigate issues and satisfy the project requirements.
- Complete web developer tasks assigned in a timely manner.
- Communicate with the team and other key stakeholders to keep everyone up to speed with progress and any challenges.

Virtual Assistant Talent, LLC
Remote Website Developer / Webmaster / Technical Support VA
Office: Fremont, CA 94538
January 2014 – Present (Part-time)

- Build websites using Wordpress.
- Build websites using Shopify.

- Build landing pages using different softwares such as Lead Pages, Hubspot, and Instapage.
- Write coding using PHP, jQuery, HTML and CSS.
- Design new features for existing websites.
- Design newsletter templates on different email marketing campaign softwares such as Mailchimp, Constant Contact, Hubspot and Robly.
- Provide technical support to clients.
- Customize themes/plugins to meet clients' requirements.
- Manage a user guide to help clients understand site features and management of website to increase visitor satisfaction.
- Work on a new mobile development project to expand the company into mobile website development services.
- Managed comments from visitors, including private emails and comments posted on the site.
- Introduced new plug-ins and extensions to make the website more usable and interactive.
- Updated website as instructed by client to introduce new features and content.
- Ensured hardware and software worked properly without errors.

Dalang Web Designs (Associate of PFS Floral Cooperative)
Wordpress Developer / Website Designer
Office: Baguio City
May 2012 – May 2014
Full-time

- Design new florists' websites.
- Convert old websites to Wordpress.
- Create seasonal banners and flyers per florists.
- Optimize images for faster page load.

Silver Connect Web Design (Now Techno Dream Web Design)
Website Developer
Office: Baguio
February 2010 – May 2012
Full-time

- Convert PNG/PSD designs to HTML/CSS.
- Convert old static websites to Wordpress CMS.
- Troubleshoot basic PHP websites.

EDUCATION

Bachelor of Science in Computer Science
University of the Cordilleras (2006 - 2009)