Conrad Panganiban
- Web & Email Developer -

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Portfolio: www.conradpanganiban.info

Profile

A passionate Front-End Developer and Web/Graphic Designer who has utilized HTML, CSS, and Javascript to develop, maintain, document, and troubleshoot successful educational, government, real estate, and e-commerce websites.

Experience

04/2020 – 06/2023
Email Content Developer | Gap Inc., Old Navy

- Boosted sales of over $1B through the development of Emails using Salesforce Marketing Cloud
- Created Interactive PDF Worksheet for team reviews and provided feedback to improve QA Process quality
- Developed Online Documentation and Automatic Code Generators with HTML, CSS, Javascript, and AMPScript for team efficiency
- Facilitated technical meetings with Marketing and Creative Teams for several promotional initiatives

04/2015 – 04/2020
Web Content Developer | Gap Inc., Banana Republic

- Provided daily HTML, CSS3, and Javascript support for Marketing Content for BananaRepublic.com
- Developed the front-end integration between BananaRepublic.com and the Olapic User Generated Content tool via HTML, CSS3, Javascript and REST API
- Mentored Jr. Web Content Developers including coaching and career development
- Troubleshoot existing and live site coding issues and bugs

02/2013 – 04/2015
Webmaster | San Francisco State University, Office of the Dean of Students

- Developed and maintained websites under the Dean of Students using Drupal 7 CMS
- Designed and coded the lifeatsfsu.com blog running under the WordPress CMS Framework using HTML, CSS, and PHP

01/2008 - 06/2009 & 04/2010 - 02/2013
Sr. Web Applications Developer| HomeGain Inc.

- Collaborated with Product and Back-end Engineering Team to create a portal, called AgentView, for Real Estate Agents to connect with prospective home buyers and sellers
- Day-to-day maintenance of the HomeGain.com website using HTML, CSS, and JavaScript (JQuery)

03/2005 - 11/2007
Sr. Web Content Developer | Gap Inc., Gap.com

- Developed marketing content using HTML, CSS, Javascript, and Flash with ActionScript 2.0
- Actively accomplished duties by managing a team of other front-end developers and leading and participating in meetings with various Business Partners in Web Engineering
- Product Management, Marketing, Merchandising, and Creative Teams
- Helped launch Gap.com initiatives of Gap (PRODUCT) RED Campaign, various Gap TV commercial spots converted and utilizing Flash Video Technology, and multiple shops created and designed using Flash and Actionscript.

09/2001 - 10/2003
Multimedia Specialist | Monterey County Health Department

- Redesigning and programming over 250 webpages
- Layout annual reports, newsletters, flyers, brochures, posters, and PowerPoint presentations
- Audio/Visual Technician: operated and maintained a wide variety of presentation hardware, such as projectors, slide projectors, digital cameras (still and video), video editing, televisions, and vhs and dvd playback

12/2011 - Present
Webmaster, Email Manager, Graphic Designer | Bindlestiff Studio

- Using the Squarespace CMS, I perform continuous maintenance and updates to the www.bindlestiffstudio.org website
- Maintain a weekly email campaign using the iContact email platform
- Using Adobe Creative Studio and Canva, I have designed and updated several marketing materials for print and web

Web Development Tool Belt
LANGUAGES: Expert: HTML5, CSS3, Javascript | Intermediate: AMPScript, Actionscript, DTML | Familiar: PHP, REST API, AJAX, UNIX, JSON, XML

SOFTWARE:

Web Apps: Salesforce Marketing Cloud, Moveable Ink, Coherent Path, Loom, Canva

Microsoft Suite: Word, Excel, PowerPoint, Office

Google Docs: Docs, Sheets, Gmail, Calendar, Hangouts

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere, Flash, Dreamweaver

Version Control: Subversion, Git

Project Management: WorkFront, Trello, Asana, JIRA

Integrated Development Environment (IDE): ATOM, Sublime Text 3, Adobe Dreamweaver, Visual Studio, Eclipse, BBEdit, Notepad++, Microsoft FrontPage

CMS PLATFORMS: WordPress, Squarespace, Drupal7

Education

- San Francisco State University, MFA, Creative Writing, Playwriting
- Academy of Art College, BFA, New Media, Interactive Digital Media