



Romz G. Bajalan Jr.

WEB DESIGNER & DEVELOPER

AI AUTOMATION SPECIALIST

10+ YEARS EXPERIENCE

US · UK · CANADA · AUSTRALIA

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- Microsoft Teams

PROFESSIONAL SUMMARY

Dynamic and results-driven Web Designer & Developer with over 10 years of experience crafting modern, high-performing, and conversion-focused digital experiences for local and international clients. Expert in designing and developing responsive websites, sales funnels, and automation systems that blend clean design, robust functionality, and user-centered strategy. Trusted by agencies and businesses across the US, Canada, Australia, and UK to manage complete project lifecycles — from discovery and design to deployment and ongoing optimization — delivering scalable, visually polished solutions that drive measurable business growth.

PROFESSIONAL EXPERIENCE

Web Developer & AI Automation Specialist

December 2023 – Current (Freelance / Flexible / Contract)

Wealthbuildershq · United States (Remote)

- ▶ Architected and maintained full-stack web solutions integrating GoHighLevel CRM, WordPress, and AI-powered automation workflows.
- ▶ Designed and deployed responsive, brand-consistent UIs; created comprehensive style guides covering colors, typography, and imagery.
- ▶ Built high-converting landing pages and email marketing campaigns aligned with client brand aesthetics and campaign goals.
- ▶ Engineered and optimized automation programs using n8n, Make.com, and Zapier to reduce operational overhead and boost efficiency.
- ▶ Leveraged Google Analytics, Tag Manager, and Facebook Pixel for performance tracking and data-driven optimization decisions.
- ▶ Troubleshoot technical issues and applied SEO best practices across all website deliverables.
- ▶ Managed domain registrations, DNS configuration, SSL setup, and web hosting environments end-to-end.

Web Designer & Developer

Sep 2024 – May 2025

CORE SKILLS

Platforms & CMS

- WordPress
- GoHighLevel
- Shopify
- Custom Design
- HTML5 / CSS3
- Bootstrap
- Duda
- Wix
- Squarespace
- ClickFunnels
- Kajabi
- Kartra

Page Builders & CMS Builders

- Elementor Pro
- Divi
- Avada
- WPBakery
- Beaver Builder
- Thrive Architect
- Visual Composer
- X-Theme / Cornerstone
- Flatsome
- SiteOrigin
- Muffin / Themify
- Any CMS Builder

eCommerce & Funnels

- WooCommerce
- Shopify
- Shopify Hooks & Filters
- Sales Funnels
- Upsells/Downsells

SEO & Analytics

- On-Page SEO
- Technical SEO
- Google Analytics
- GTM
- Yoast / RankMath
- Semrush
- SurferSEO
- Search Console
- Ubersuggest
- FB Pixel

AI Creation & Automation

- n8n
- Make.com
- Zapier
- AI Content
- AI Video
- AI Images

Alienruninc · Canada (Remote)

- ▶ Delivered fully responsive, SEO-optimized websites with measurable improvements in page load speed and Core Web Vitals.
- ▶ Developed complete brand identities including logos, graphics, and style guidelines.
- ▶ Built and customized high-converting sales funnels in GoHighLevel tailored to client acquisition goals.

Web Designer & Developer

Nov 2023 – Sep 2024

BetterMix · United States (Remote)

- ▶ Designed and developed eCommerce platforms on Shopify and WooCommerce with a focus on conversion optimization.
- ▶ Produced branded visual assets using Adobe Photoshop and Canva for digital marketing and product promotion.
- ▶ Significantly enhanced mobile responsiveness and applied on-page and technical SEO improvements site-wide.

Web Designer & Developer

Mar 2022 – Nov 2023

EngageYourBiz · United States (Remote)

- ▶ Managed and customized client websites on WordPress and Duda platforms with regular performance audits.
- ▶ Created logos, banners, and thumbnails; designed mockups and executed PSD-to-responsive-website conversions.

Web Designer & Developer

Apr 2021 – Apr 2022

DropshipForSale · Remote

- ▶ Built complete eCommerce solutions on WordPress and Duda; designed brand graphics and product visual assets.

Web Designer, Graphic Designer & VA

Dec 2020 – Dec 2021

Mandnweb · United Kingdom (Remote)

- ▶ Managed hosting and server environments; customized HTML/CSS sites and multiple CMS platforms.
- ▶ Created high-converting sales funnels and Shopify stores; managed client social media accounts and content.

Web Designer & Developer

Mar 2020 – Nov 2020

Captivate Culture · United States (Remote)

Business Automation

Design & Creative

Adobe Photoshop

Figma

Canva

Logo Design

PSD to WP

AI Mockup Creation

3D Blender

Hosting & Servers

Any Hosting

Shared Hosting

cPanel / WHM

VPS

Cloudflare

Kinsta

GoDaddy

Bluehost

Hostinger

DNS & SSL

Email & Marketing

Mailchimp

ActiveCampaign

ConvertKit

GHL Automations

LMS & Membership

LearnDash

Tutor LMS

MemberPress

BuddyBoss

EDUCATION

BS in Computer Engineering

University of Southern Mindanao,
Kabacan

2008 – 2013

Thesis: Motorcycle Tracking System:
Development and Evaluation

CERTIFICATIONS

- ✦ Certified Web Designer — Professional Credentials
- ✦ AI Automation Society Course — Nate Herk

LANGUAGES

English ●●●●●

Filipino (Tagalog) ●●●●●

Ilonggo ●●●●●

PERSONAL DETAILS

DATE OF BIRTH

April 14, 1990

CIVIL STATUS

Married

NATIONALITY

Filipino

RELIGION

Christian

- ▶ Built sales funnels and optimized WooCommerce stores; recovered compromised websites and implemented security backups.
 - ▶ Executed email marketing campaigns via ActiveCampaign and Mailchimp.
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Web Designer & Developer

Jan 2019 – Feb 2020

Bloom Creative Design (UK) & BPO Venture (USA) · Remote

- ▶ Supported agency growth by building branded websites and integrating Google Analytics, Facebook Pixel, and eCommerce solutions.
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Web Developer

May 2018 – Dec 2019

Design Baton Rouge · Remote

- ▶ Created pixel-perfect responsive websites; managed Shopify and WordPress hosting environments.
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Earlier Experience — Corporate & Agency Roles

2013 – 2018

Now Outsourcing & Corporate Private Companies · Remote / On-site

- ▶ Performed full-stack web development, theme customization, funnel building, SEO, and WordPress migrations across agency and corporate environments.