



FULL-STACK DIGITAL EXPERT

Romz G. Bajalan Jr.

WEB DESIGNER & DEVELOPER

AI AUTOMATION SPECIALIST

10+ YEARS EXPERIENCE

US · UK · CANADA · AUSTRALIA

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- +63 963 281 9343
- romzbajalan@gmail.com
- anywebsitedesign.com
- Microsoft Teams

PROFESSIONAL SUMMARY

Dynamic, results-driven Web Developer, Graphic/Video Creator & AI Automation Specialist with over 10 years of experience delivering modern, high-performing, and conversion-focused digital solutions for local and international clients. Skilled in designing and developing responsive websites, sales funnels, and AI-powered automation systems that combine clean design, robust functionality, and data-driven strategy. Proficient across WordPress, Shopify, WooCommerce, and GoHighLevel, with hands-on expertise in AI tools like Claude, HeyGen, and OpenArt for content, video, and creative production. Trusted by agencies and businesses across the US, Canada, Australia, and UK to manage complete project lifecycles — from discovery and design to deployment, automation, and ongoing optimization — delivering scalable, visually polished solutions that drive measurable business growth.

PROFESSIONAL EXPERIENCE

Web Developer, Graphic/Video Creator & AI Automation Specialist

Wealthbuildershq · United States (Remote)

December 2023 – (Freelance / Flexible / Contract)

- 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.
- Troubleshot 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 / Graphic Designer

Thrive Marketing · USA (Remote)

June 2022 – August 2026

- Designed, developed, and maintained responsive websites and landing pages for clients across various industries.
- Built and customized WordPress websites using Elementor Pro, Divi, Gutenberg, WooCommerce, and custom HTML/CSS/JavaScript/PHP.
- Created high-converting landing pages, sales funnels, lead-generation pages, and marketing websites aligned with client branding and business objectives.
- Translated Figma, Photoshop, and other design concepts into pixel-perfect, responsive web experiences.
- Designed digital graphics, social media creatives, promotional materials, website banners, presentations, and other marketing assets.
- Integrated third-party tools, forms, booking systems, email marketing platforms, analytics, tracking pixels, and other marketing technologies.
- Optimized websites for speed, responsiveness, SEO, accessibility, and cross-browser compatibility.
- Implemented on-page SEO best practices, including metadata, heading structure, image optimization, internal linking, schema markup, and technical SEO improvements.
- Managed website updates, troubleshooting, maintenance, migrations, backups, staging environments, and deployment to production.
- Reviewed websites for functionality and quality assurance, including navigation, forms, buttons, links, mobile responsiveness, integrations, analytics, and tracking.
- Created and edited visual assets using Figma, Photoshop, Canva, and other design tools.
- Assisted with website rebranding, UI/UX improvements, content updates, and conversion-focused design enhancements.
- Provided ongoing technical support and recommendations to improve website performance, user experience, and overall digital presence.

Web Designer & Developer

Alienruninc · Canada (Remote)

Sep 2024 – May 2025

- 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

BetterMix · United States (Remote)

Nov 2023 – Sep 2024

- 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.

Web Designer & Developer

EngageYourBiz · United States (Remote)

Mar 2022 – Nov 2023

- Significantly enhanced mobile responsiveness and applied on-page and technical SEO improvements site-wide.
- Managed and customized client websites on WordPress and Duda platforms with regular performance audits.

Web Designer, Graphic Designer & VA

DropshipForSale · Remote

Apr 2021 – Apr 2022

- Created logos, banners, and thumbnails; designed mockups and executed PSD-to-responsive-website conversions.

Web Designer & Developer

Mandnweb · United Kingdom (Remote)

Dec 2020 – Dec 2021

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

Web Designer & Developer

Captivate Culture · United States (Remote)

Mar 2020 – Nov 2020

- Managed hosting and server environments; customized HTML/CSS sites and multiple CMS platforms.

Business Automation Web Designer & Developer

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

Jan 2019 – Feb 2020

- Created high-converting sales funnels and Shopify stores; managed client social media accounts and content.

Web Developer

Design Baton Rouge · Remote

May 2018 – Dec 2019

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

Earlier Experience — Corporate & Agency Roles

Now Outsourcing & Corporate Private Companies · Remote / Onsite

2013 – 2018

- Supported agency growth by building branded websites and integrating Google Analytics, Facebook Pixel, and eCommerce solutions.
- Created pixel-perfect responsive websites; managed Shopify and WordPress hosting environments.
- Performed full-stack web development, theme customization, funnel building, SEO, and WordPress migrations across agency and corporate environments.

CORE SKILLS

Platforms & CMS

WordPress

GoHighLevel

Shopify

Custom Design

HTML5 / CSS3

Bootstrap

Duda

Wix

Squarespace

ClickFunnels

Kajabi

Kartra

Claude

Visual Studio

Snapps

Groove

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

Gutenberg

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

Claude

HeyGen

OpenArt

Flow

Veo

Lovable

Design & Creative

Adobe Photoshop

Figma

Canva

Logo Design

PSD to WP

AI Mockup Creation

3D Blender

Adobe Premiere Pro

CapCut

Hosting & Servers

Any Hosting

Shared Hosting

cPanel / WHM

VPS

Cloudflare

Kinsta

GoDaddy

Bluehost

Hostinger

DNS & SSL

Email & Marketing

Mailchimp

ActiveCampaign

ConvertKit

GHL Automations

Facebook/Meta Ads

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

PROJECTS

Latest Projects: (WordPress, Duda, GHL)

<https://dearonnebethea.com>

<https://treazurestudios.com>

<https://wildgraylandworks.com/>

<https://www.atlanticsurveyco.com/>

<https://www.nextlevelkitchenandbath.pro/>

<https://www.chstally.com/>

<https://www.elmorecountyfairgrounds.com/>

<https://www.wlhomeimprovement.com/>

<https://www.jcjohnsonmanagement.com/>

<https://www.whitmerassessment.com/>

<https://www.andrewsgaragehdg.com/>

<https://www.jvroooterandplumbing.com/>

<https://www.reliable-home.com/>

<https://www.ameritexseptic.com/>

<https://www.asthmaallergyclinic.co/>

<https://www.garveylaw.com/>

<https://www.mannandsonroofing.com/>

<https://www.azcourtequipment.com/>

<https://www.terzhomesolutions.com/>

<https://www.eaglelockkey.com/>

<https://www.redirtpestsolutionsllc.com/>

<https://thedisdoctor.com/>

<https://dbcommunity.dearonnebethea.com/>

Custom Claude Pages:

<https://dearonnebethea.com/multifamily-dallas-mastermind/>

<https://dearonnebethea.com/generational-reset-webinar/>

<https://dearonnebethea.com/barcelona-tx/>

<https://dearonnebethea.com/legacy-circle/>

Shopify

<http://superschoenen.nl/>

<https://www.lovefuresh.com>

<https://woken.coffee/>

<https://turmericmagic.com/>

<https://www.libertariancountry.com/>

<https://leospaw.com/>

Woocommerce

<https://weprintcanada.com/>

<https://wellofife.com/>

<https://www.borderplant.co.uk/>

<https://www.trevorfarrington.co.uk/>

<https://flatpacksheds.co.uk/>

Meta Ads:

<https://drive.google.com/drive/folders/>

1TN1741UKOwBmK2wvGueOko-J5qEJRRsu?usp=sharing

Graphic Designs:

<https://drive.google.com/drive/folders/>

1zKNskMlyR2cWR8zygZcp6AC2msC4rXk