



# JONATHAN MARTIN

Senior Digital Strategist | UX/UI  
E-Commerce Specialist

(Remote-Ready for GMT/CET) &  
(DMW/POEA-Ready Professional)

[www.jonathanmartin.com.ph](http://www.jonathanmartin.com.ph)



## SKILLS:

- **UX/UI Design:** Creating intuitive user journeys and visually polished interfaces that balance functionality with modern aesthetics.
- **HTML5 & CSS3:** Building the core structure and responsive styling of websites to ensure they look great on all devices.
- **PHP & MySQL:** Developing dynamic, data-driven features and managing secure databases for complex web applications.
- **Python:** Implementing advanced backend logic, automation scripts, and custom integrations.
- **SEO Optimization:** Improving search engine visibility through technical site structure, speed optimization, and high-performance code.
- **Web Security:** Protecting sites against vulnerabilities by implementing SSL, data encryption, and secure coding practices.
- **eLearning Developer:** Create technical course into manageable and understandable information

## SOFTWARES

- Adobe Creative Suites
- Microsoft Office and Google Office
- Wordpress and Other Web Platforms
- Yoast, SEMRush, GM4, RankMath
- Figma, Adobe XD, XMind
- Capcut and Canva Proficient
- CMS Divi, Elementor, Oxygen 6.0
- Business Analytics

# OTHER LATEST WORK EXPERIENCES

## WORK EXPERIENCES:



### **Asian Development Bank (ADB)**

### **Under Talentium Inc. (Agency)**

*Senior Digital Content Creator (ITD)*

March 2024 – March 2026

Manila, Philippines (2 years Contact Only)

- Conduct interviews with leaders and stakeholders.
- Capture high-quality video content for ADB use.
- Edit videos and presentations, incorporating simple motion graphics, colorization and more.
- Ensure all outputs align with ADB branding and communication standards.
- Utilize video editing software and audio-visual equipment effectively.
- Apply clear and purposeful storytelling techniques.
- Collaborate with cross-functional teams.
- Demonstrate strong organizational and project coordination skills.
- Bring experience working in building Sharepoint sites
- Deliver high-quality outputs within agreed timelines.

## ACHIEVEMENTS INSIDE ADB

With over 15 commendations and positive feedbacks from staff and international staff of ADB.



# OTHER LATEST WORK EXPERIENCES



## **SoftMoc (Canada) MWF Group Bahamas**

*eCommerce Associate*

May 2019 – June 2024 · 5 Years and 2 Months

Canada | Remote

- Built and maintained links for newsletters and landing pages to support digital campaigns
- Prepared weekly analytics reports to monitor website and campaign performance
- Used Google Analytics to track engagement and optimize content
- Supported social media management to enhance online visibility and outreach



## **Repair Lift**

*Web Designer / SEO Specialist*

Feb 2021 – Aug 2023 · 2 Years and 7 Months

New York | Remote

- Optimized multiple client websites for SEO performance and search visibility
- Led web development aligned with digital marketing and user experience goals
- Conducted WordPress audits, testing, and link-building activities
- Performed QA for Amazon listings, RMAs, and inbox management



## **Natural Intelligence Solutions**

*Web Designer / Digital Marketing Specialist*

Dec 2015 – Aug 2018 · 2 Years and 9 Months

Mandaluyong, Manila, PH

- Developed infographics and visual insights from data-driven use cases
- Created presentations on AI, deep learning, and data science solutions
- Produced animated and corporate marketing videos for IT initiatives
- Supported QA of marketing materials from pre- to post-production
- Designed website mockups and created content for social media and web platforms

# VOLUNTEERING



**The Social Wellbeing Research Centre (SWRC)**  
*Videographer / Photographer for Event Coverage*  
Asian Development Bank



**LGTBQA+ Community**  
*Member / Advocate*  
Asian Development Bank



**Social Services**  
*First Aider Bank Warden for ITD (3<sup>rd</sup> Floor Area)*  
Asian Development Bank



**Social Services**  
*Firefighter Bank Warden for ITD (3<sup>rd</sup> Floor Area)*  
Asian Development Bank

# EDUCATION



**Mapúa University**  
Bachelor of Engineering – BS, Industrial Engineering  
Jun 2002 – May 2005 (cont.)

# AFFILIATION



**DUTCH CHAMBER  
OF COMMERCE IN  
THE PHILIPPINES**

**The Dutch Chamber of Commerce in the Philippines (DCCP)**  
**Official Member**

The Dutch Chamber of Commerce in the Philippines (DCCP) is a dynamic business network that connects Dutch and Philippine companies to promote trade, investment, and collaboration.



**Tesda – Technical Education And Skills Development Authority**

**Co-Author of Web Development NC III Training**

TESDA sets direction, promulgates relevant standards, and implements programs geared towards quality assured and inclusive technical education and skills.

# PORTFOLIOS

*I offer a high-impact blend of strategic communication, full-stack web development, and multimedia production.*

*With expertise spanning UX/UI design, secure backend development (PHP/MySQL), and visual storytelling, I deliver digital solutions that are as functional as they are engaging. I am committed to operational excellence and continuous innovation, ensuring every project aligns with institutional standards and drives measurable results.*

*For selected works and additional projects, please visit*  
**[www.jonathanmartin.com.ph](http://www.jonathanmartin.com.ph)**



***Declaration:***

*I hereby certify that the information provided in this resume is true and correct to the best of my knowledge and belief. Supporting documents and references are available upon request.*