



JONATHAN MARTIN

Senior Digital Strategist | UX/UI
E-Commerce Specialist

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

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)

Apr 2024 – May 2026 · 2 Years and 2 Months
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 (3rd Floor Area)
Asian Development Bank



Social Services
Firefighter Bank Warden for ITD (3rd 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



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.