



## **JEROME A. ESPERANZA**

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### **EMPLOYMENT AND BUSINESS**

#### ***Business Owner and Chief Technical Specialist***

##### **i-Build.PH Web Solutions and Services**

[www.ibuild.ph](http://www.ibuild.ph)

**2012 – Present**

- Manages business and provides web services – web development and design, SEO, digital marketing, training and seminars
- Provides webhosting services and support

#### ***Web Consultant***

##### **Migration Health Division (MHD)**

##### **International Organization for Migration (IOM)**

[www.iom.int](http://www.iom.int)

**October 2015 – May 2016**

Provide services to upgrade, restructure and redesign the MHD Web Portal, re-vamp and update the MHD Health Assessment Programme Portal at <https://mhd-hap.iom.int/>, and migrate the Portal from JOOMLA version 1.5 to JOOMLA version 3.x, including existing users, content and components, and the Portal re-designed and re-structured according to MHD requirements.

In summary, Joomla tasks to be implemented on the MHD HAP Portal:

- Current portal review
- Portal installation
- Portal structure and design
- Content migration
- Content management

Other IOM tasks to which the consultancy is contributing: MAC-MHD reporting, research and publications.

#### ***Short-Term Consultant (STC), Contractual***

##### **Mindanao Trust Fund (MTF)**

##### **World Bank Group, Philippines**

##### **Urban, Rural and Resilience Global Practice (GSURR)**

[www.mtf.ph](http://www.mtf.ph)

**November 2014 – January 2016**

- Formulates a website structure and contents noting ease of accessibility, quality of contents, user-friendliness, ease of maintenance/update, and information retrieval all based on World Bank country office website guidelines for Management's review and approval.
- Access World Bank websites for reference, applying the advantages of layout design, navigation, usability and etc. to website design, implementation and maintenance.
- Design the website structure, taking into account the requirements from the web team, project communications plan and donor logos: clear catalogs and folders for data and page storage, attractive site and page layout, easy to use, update and maintain, flexible navigation and search function; counting function for web pages visited, and link to Google analytics
- Gather informative material for content to aggregate the Web presence (text, documents, pictures, key speeches, etc.) from project components and stakeholders.
- Recommend and register appropriate domain names, email functions and hosting packages
- Make recommendations for backups/restoration and disaster management plan.
- Provide training for World Bank staff on website maintenance and content update.
- Design and establish anti-hacker and antivirus plan for the website.
- Create HTML documents and graphics for implementation in the Web.
- Make recommendations for software, hardware, and other back-end applications related to web development.

**Webmaster****Partnerships in the Environmental Management for the Seas of East Asia (PEMSEA)****A Global Environment Facility (GEF)/ United Nations Development Programme (UNDP) Regional Programme**[www.pemsea.org](http://www.pemsea.org)

July 2013 – March 2015

- Developing, designing, managing, maintaining, and enhancing the entire SDS-SEA website and other related microsites
- Setting up and configuration of software necessary to the operation of websites (e.g., Linux, Apache, MySQL, PHP)
- Monitoring of website performance (e.g. number and quality of visits, inbound links, search engine performance, reliability, and integrity)
- Improvement of website linkages with other partners and sponsors
- Preparation and uploading all information materials on regular basis
- Collaboration in the development, enhancement and maintenance of online Knowledge Management tools
- Maintenance of the organization's social media channels
- Research, writing, designing and layout information and other multimedia materials, as needed
- Conceptualization and execution of graphic e-artwork and illustrations
- Participation in planning, formulation and drafting of Communications Unit policies and guidelines
- Performs auxiliary functions related to the PRF objectives and SDS-SEA thrusts, in general

**Senior Web Analyst****Accenture**[www.accenture.com](http://www.accenture.com)

November 2012 – July 2013

- Content and Program Management, Digital Marketing, Analytics Support, and Global Research Marketing
- Quality Assurance, Web Development

**Webmaster****American Recreation Club (ARC) of the US Embassy Manila, Philippines**[www.arcmanila.org](http://www.arcmanila.org)

May 2012 – November 2012

- Develops and Designs the ARC community website
- Maintains ARC section on the SharePoint US Embassy Manila Intranet
- Leads and develops online initiatives and projects
- Web Marketing, Analytics and Optimization

**Website, Intranet and Digital Assets Management Assistant****International Organization for Migration (IOM)**[www.iom.int](http://www.iom.int)

2008 - 2012

- Improves usability, maintains and administers the IOM global website (Jahia CMS) and microsites (various CMS applications)
- Improves usability, maintains and administers the IOM Portal and Intranet
- Content collection and publishing
- Administers the Google Search Appliance
- Administers the Kintera/Blackbaud donation facility
- Supports and participates to the online and web initiatives and projects
- Search optimization, statistical reporting and web analytics
- Technical Support

**Website Personnel / Admin Aide****Department of Health, Information Management Service (DOH, IMS)**[www.doh.gov.ph](http://www.doh.gov.ph)

2004 - 2008

- Improves usability, maintains and administers the DOH website
- Improves usability, maintains and administers the DOH Portal and Intranet
- Content collection and publishing
- Website development of regional, program and sub-websites
- Training and technical support

- Support for the Medical and Health Librarians Association of the Phils (MAHLAP)

**Library Assistant****Department of Health Central Library****2001 - 2004**

- Index and cataloguing
- Development and maintenance of library and bibliographic systems and databases
- Computer, equipment, and network maintenance
- Research assistant

**Executive Secretary / Project Staff****USAID-DOH****2000 - 2001**

- Secretarial and Administrative functions
- Encoding and documentation
- Training assistant, workshop and events facilitator and coordinator

**EDUCATION****Bachelor in Public Administration, College of Management and Entrepreneurship (BPA-CME)**

Pamantasan Ng Lungsod Ng Maynila (PLM) Manila, 2008

1st Honorable Mention, Dean's Lister

**CIVIL SERVICE ELIGIBILITY**General Rating 89.58

CSC-NCR (C.A.T.) Career Service Sub-Professional Examination, November 24, 200

**PROFICIENCY SKILLS****Web Development, Design, and Programming**

- Opensource Content Management Systems – Drupal, Joomla, WordPress, Magento, PhpBB, Wiki, Media galleries, etc.
- Jahia Content Management
- SharePoint and Publishing (Microsoft)
- Working knowledge of PHP, MySQL, and Apache
- Working knowledge of JQuery / Ajax
- HTML, CSS

**Web Development / Database Management / Server Software and Tools**

- Drush, Linux, Shell (Putty, Pageant, etc.)
- Dreamweaver, Photoshop, Flash, Lightroom, Fireworks
- FTP – FileZilla, WinSCP, Dreamweaver
- MS Access, PHPMyAdmin, Toad for Oracle, MySQL Administrator GUI tools

**Search Engine and Optimization**

- Google Search Appliance (GSA)
- SEO Best Practices

**Digital Marketing and Analytics Tools**

- HootSuite, New Relic, etc.
- Google Web Analytics, Google Central/Webmaster Tools (Search Console)
- Web Trends, Piwik, etc.

**Document and File Management**

- FileNet (IBM)
- Adobe Acrobat

**Geographic Information System**

- Health Mapper
- ArcView

**SEMINARS, TRAININGS AND WORKSHOPS CONDUCTED**

- **Drupal Basic to Advance** – I.T. Staff, Plaridel Products and Services, Quezon City, February 6-8, 2017
- **Joomla Basic to Advance** – Marketing Staff, Geodata Systems Technologies, Inc. , Ortigas, Pasig City, January 30-February 3, 2017

- **Drupal Basic to Advance** – I.T. Staff, Agrispecialists, Laguna (Launchpad CoWorking, Alabang, Muntinlupa), October 14 - 17, 2016
- **SEO Basic and SEO for WordPress** – Marketing Team, DECOREA, Inc., Ortigas, Pasig, June 9-11, 2016
- **Drupal Basic to Advance** – I.T. Faculty Department, Leyte Normal University (LNU), Tacloban, Leyte, January 25 – 29, 2016
- **Mobile Development for Drupal** – Mapua Institute of Technology, Makati, October 26, 2015
- **Drupal Basic to Advance** – AsiaPro Cooperative, Head Office, Kapitolyo, Pasig City, September 16 – 18, 2015
- **Drupal Night: Seminar on Advance Web Development Tools and Drupal** – League of Information Technology Students (LITS), University of the East (UE), Caloocan, August 12, 2015
- **District ICT Seminar on Web Development** – Department of Education, District of Tanay, Rizal, August 8, 2015
- **Refresher Course on ARC Website Management** – U.S. Embassy Seafront Compound, Roxas Boulevard, Pasay, May 29, 2015
- **Web and Content Management, National Federation of Gamefowl Breeders (NFGB), Inc.:** Ortigas, September 13, 2014
- **Member, Board of Judges, National Nutrition Council (NNC) Web Awards:** Taguig, Manila, June 10, 2014
- **Web Management, Best Practices and Trends:** FEU, Manila, February 8, 2014
- **Joomla and Basic Web Management:** CHD IV-A CALABARZON, Department of Health (DOH), QMMC Compound, Proj. 4, Quezon City, June 2013
- **Joomla and Basic Web Management:** Philippine Institute of Traditional and Alternative Medicine (PITAHM), East Avenue, Diliman, Quezon City, May 28, 2013
- **SITEC-STIers Information Technology & Engineering Conference "Interactive Multimedia For the Next Generation":** STI College Balagtas, Bulacan Avenue, Makati City, October 6, 2012
- **Web Analytics and Recommendations (Seminar Workshop):** Ticket World, Ayala Avenue, Makati City, August 25 and September 1, 2012
- **Web Administration for the LEAP Website:** League of Executive Assistants of the Philippines, Baker and McKenzie, The Fort, Taguig, August 11 and 18, 2012
- **Drupal and Joomla:** Intellectual Property Office (IPO), Upper McKinley Road, Taguig, April 2012
- **CMS, Joomla, Drupal, WordPress, and Web Management:** CEMT Conference, Polytechnic University of the Philippines (PUP), Sta. Mesa, Manila, College of Technology, September 21 2011
- **Web 2.0:** Far Eastern University – East Asia College (FEU-EAC), Manila, Philippines, College of Computer Science and Engineering, 2011
- **CMS, Joomla, Drupal, WordPress, and Web Management:** Asian Institute of Science And Technology (AISAT), Fairview, Caloocan, Dasmariñas, Baliuag, and Dau Branches, TPCEvents.Org, PDAF Bldg., Buendia Ave., Makati
- **Joomla and Web Management Administrators' Training for National Nutrition Council (NNC),** Manila, June 2011
- **Online Business and E-Commerce:** September 26, 2010, TPCEvents.Org, PDAF Bldg., Buendia Ave., Makati
- **Content Management System - Joomla! (Hands-on Training and Workshop, Series)** July 4, 2009, June 13, 2009, May 10, 2009 up to 2010; ACE I.T. Learning Center, Suite 208-210 V.I.R. Bldg, 1840 E. Rodriguez Sr. Ave, Cubao, Q.C.
- **Search Engine Optimization and Web Analytics (Hands-on Training and Workshop, Series):** 2009 to 2010, ACE-IT Learning Center
- **Content Management System - Joomla! (Seminar, Series):** 2009 to Present, TPCEvents.Org (Affiliate of TipidPC.Com), Roofdeck 23 Capinpin Place, Capinpin St., San Antonio Village, Ortigas, Pasig City; PDAF Building, Buendia Ave., Makati
- **Search Engine Optimization and Web Analytics (Seminars, Series):** 2009 to Present, TPCEvents.Org
- **Digital Assets and Media Management System Training (Coppermine, CMS, and HTML):** June 2008, Department of Health, Philippines
- **Joomla Security and Maintenance** - International Foundation for Electoral Systems (IFES.org.ph), November 14-15, 2009; Liberty Center, Salcedo Village, Makati City
- **Content Management Systems (CMS):** May 4, 2006, ITR Rm. 210, Arlegui Campus, Technological Institute of the Philippines (TIP), Manila
- **Content Management System Trainings (Joomla, HTML and CSS):** from 2006 to 2008, Regional Office Trainings and In-house Central Offices and IMS Trainings at the Department of Health, Philippines
- **Content Management System Training (Joomla, HTML and CSS):** 2006, Baguio City
- **CMS Training (Joomla, HTML and CSS):** Training for the National Nutrition Council Staff, 2006, IMS-DOH

#### RECENT WEB PROJECTS / PORTFOLIO:

|   |  |
|---|--|
| Mindanao Trust Fund (MTF) - Drupal<br>Short Term Consultant, World Bank Philippines | Media Specialists Association of The Philippines (MSAP),<br>Congress Websites 2015 and 2017 – Drupal |
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[www.mtf.ph](http://www.mtf.ph)

**Advanced Energy Technologies Renewable Plus – Drupal (ongoing)**

[www.aet.ibuild.ph](http://www.aet.ibuild.ph)

**DECOREA, Inc. – SEO, WordPress**

Trainer and Consultant

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

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

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

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

**ABBE Technology Solutions, Inc.**

SEO Consultant

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

**A Compass for Life – Joomla (ongoing)**

Service Provider

<http://www.compassforliving.ibuild.ph/>

**Powerlab Marketing**

[www.e-powerlab.com](http://www.e-powerlab.com)

Web Developer, Trainer, and Consultant

**IOM Health Assessment Programme – Joomla**

Consultant, IOM

<http://www.ibuild.ph/mhd-i3>

**East Asian Seas (EAS) Congress 2015 – Drupal / SEO**

Former Webmaster, PEMSEA

<http://eascongress.pemsea.org/>

**U.S. Embassy Club (USEC) – Drupal and Joomla**

Web Developer, Sponsor and Consultant

[www.usec.arcmanila.org](http://www.usec.arcmanila.org)

[www.arcmanila.org](http://www.arcmanila.org)

**SGP-PEMSEA: Partners for Sustainable Development – Joomla migration from Plone / SEO**

Former Webmaster, PEMSEA

<http://sgp.pemsea.org/>

**Alpha Kappa Rho International – Joomla / SEO**

Web Developer, Trainer, and Consultant

<http://www.alphakapparho.org/> (defunct)

**National Nutrition Council (NNC), Republic of the Philippines - Joomla / SEO**

[www.nnc.gov.ph](http://www.nnc.gov.ph)

Web Developer, Trainer, and Consultant

**League of Executive Assistants of the Philippines (LEAP) - Joomla / SEO**

Web Developer, Trainer, and Consultant

[www.leap.org.ph](http://www.leap.org.ph)

Service Provider

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

**Optical Media Board (OMB), Republic of the Philippines – Drupal / SEO**

Service Provider

[www.omb.gov.ph](http://www.omb.gov.ph)

**Geodata Systems Technologies, Inc. - Joomla**

Trainer, and Consultant

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

**BELL Electronics, Corporation – Drupal**

Web Developer, Trainer, and Consultant

[www.bell-philippines.com.ph](http://www.bell-philippines.com.ph)

**PH Property PRO Property Management – Drupal**

Web Developer, Trainer, and Consultant

[www.phpropertypro.com](http://www.phpropertypro.com)

**Houston Plating and Coatings - Joomla Security Audit and Review**

[www.houstonplating.com](http://www.houstonplating.com)

Web Consultant

**Jose R. Reyes Memorial Medical Center (JRRMMC) - Joomla / SEO**

<http://www.jrrmmc.gov.ph/>

Web Developer, Trainer, and Consultant

**i-Build.PH Web Solutions and Services – Drupal / SEO**

[www.ibuild.ph](http://www.ibuild.ph)

Business Owner, Chief Technical Specialist

**CHD IV-A CALABARZON, Department of Health (DOH) - Joomla / SEO**

<http://www.chd4acalabarzon.org> (defunct)

Web Developer, Trainer, and Consultant

**SDIC Environmental Technologies - Joomla / SEO**

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

Web Developer

**National Federation of Gamefowl Breeders (NFGB) - Joomla / SEO**

[www.nfgbonline.com](http://www.nfgbonline.com)

Web Developer, Trainer, and Consultant

**Planting Rice - Drupal**

[www.plantingrice.com](http://www.plantingrice.com)

Consultant

**Philippine Institute for Alternative and Traditional Medicine (PITAHC) - Joomla / SEO**

[www.pitahc.gov.ph](http://www.pitahc.gov.ph) (defunct)

Web Developer, Trainer, and Consultant

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| <p><b>House Pinoy, Phil-House Realty - Joomla / SEO</b><br/> <a href="http://www.housepinoy.com">www.housepinoy.com</a><br/> Web Developer, Trainer, and Consultant</p> <p><b>Diocese of Antipolo – Joomla</b><br/> www.dioceseofantipolo.com (defunct)<br/> Technical Lead of the Social Media and Communications Commission, Web Developer, Trainer, and Consultant</p> <p><b>Toners Refilling Services, Philippines / SEO</b><br/> <a href="http://www.tonerrefill.printersforrent.com">http://www.tonerrefill.printersforrent.com</a><br/> Web Developer, Trainer, and Consultant</p> <p><b>My POWERFAST 3 Marketing</b><br/> www.mypowerfast3.com (defunct)<br/> Web Developer, Trainer, and Consultant</p> <p><b>DOH Photo Gallery - Coppermine</b><br/> www.doh.gov.ph/photogallery (defunct)<br/> Lead Project Developer (with DOH employment)</p> | <p><b>KAAGPAS – Joomla / SEO</b><br/> Web Developer, Webhost, and Consultant<br/> <a href="http://www.kaagpas.com">www.kaagpas.com</a></p> <p><b>Printers for Rent – Joomla / SEO</b><br/> <a href="http://www.printersforrent.com">www.printersforrent.com</a><br/> Web Developer, Trainer, and Consultant</p> <p><b>Innovative Technology Events (IT Events, formerly TPCEvents.Org) - Joomla / SEO</b><br/> www.it-events.org (defunct)<br/> Member, Web Developer, Resource Speaker and Trainer, and Consultant</p> <p><b>Affordaink, Inc. - Joomla / SEO</b><br/> www.affordaink.ph (defunct)<br/> Web Developer, Trainer, and Consultant</p> |
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#### TRAININGS, SEMINARS AND WORKSHOPS ATTENDED

- **Training of Trainers (TOT) for the Government Website Template for Drupal:** October 19-23, 2015, , i-Gov Philippines, Information and Communications Technology Office (ICTO), Department of Science and Technology (DOST), PHILVOCS Building, C.P. Garcia Ave., UP Diliman, Quezon City
- **Drupal Camp Manila 2013 Manila, Philippines:** February 16, 2013, Microsoft 6750 Ayala, Makati, Philippines
- **Effective Communication, Accenture, Manila, Philippines:** January 2012, Accenture, Philippines
- **Drupal Camp Manila 2012 Manila, Philippines:** February 25, 2011, Marine Science Institute, College of Science, UP Diliman, Quezon City
- **E-Commerce, Get Your Business Online In An Hour:** MIH Creative Consulting, 6 August 2011, 16F Ayala Office Tower, Ayala Ave., Makati
- **Drupal Camp Manila 2011 Manila, Philippines:** February 5, 2011, 16/F Microsoft Philippines, Ayala Tower Office, Ayala Avenue, Makati
- **Drupal Training and Meet-Up by Exist:** February 6, 2010, Exist Techbar, Exist Software Labs, Ortigas, Pasig
- **GIS, ArcView using AccessMod: From Facility Mapping to Population Coverage Estimation Using Geographic Information System,** April 24-25, 2008, Island Cove, Cavite (WHO-DOH)
- **Social Network Analysis using Social Network Image Animator (SoNIA),** April 28-30, 2008, Island Cove, Cavite (WHO-DOH)
- **Philippine Health Information Network (PHIN) Technical Meetings and Workshops,** 2007 to 2008 (DOH, UP, NSO, NSCB, PCHRD)
- **DOH Knowledge Management Technical Meetings and Workshops,** 2007 to 2008, DOH, Manila
- **ICT Update Seminar Workshop (Database Warehousing, Data Mining, VOIP, OLAP, OTAP),** November, 2006, Fontana, Clark, Pampanga
- **Training of Trainers for Health Metrics Network (HMN) Assessment Tool,** WHO-DOH, November 14-16, 2006, Mimosa Leisure Park, Clark, Pampanga
- **ICT Update Seminars / Workshops (ICT and Knowledge Management),** IMS-DOH, April, 2006 to 2008
- **MAHLAP (Medical and Health Librarians Association of the Phils.) At 18: Rising Above the Challenges through Teamwork and Partnership,** February 23, 2006, Hotel Kimberly, Manila
- **MySQL and PHP,** November 25, 2005, IMS-DOH, Manila
- **Open Office (Writer, Calc, Impress),** September 5-6, 2005, IMS-DOH, Manila
- **Webpage Design Using Macromedia Dreamweaver and Adobe Photoshop,** November 16-19, 2004, IMS-DOH, Manila
- **Library Management Training,** October 4-8, 2004, Kimberly Hotel, Manila
- **PHPMYLibrary Developers' Training,** July 21-23, 2003, DOST, Taguig City

- **Basic Computer Repair and Troubleshooting Training**, June 16-20, 2003, IMS-DOH, Manila
- **Webpage Design**, May 20, 2002 to May 24, 2002, IMS-DOH, Manila
- **Training Workshop on CDS-ISIS and Effective Internet Searching**, February 4-8, 2002, IMS-DOH, Manila
- **Database Management Systems for Library Information Services Using CDS-ISIS for Windows (WINISIS)**, May 8-10, 2002, CSL, UP, Diliman, Quezon City
- **Consultative Planning Workshop on Networking of DOH Libraries**, October 22-24, 2001, HMS Conference Room, DOH
- **MS Access**, August 27-31, 2001, IMS-DOH, Manila
- **Basic Training Course for Secretaries and Clerks**, May 28-30, 2001, HMS training Room, DOH, Manila

**MEMBERSHIPS AND AFFILIATIONS**

i-Build.PH Web Solutions and Services (Consultant, Chief Technical Officer, Business Owner)  
Drupal Association (Member)  
Drupal User Group Philippines (Member)  
Drupal Pilipinas (Volunteer and Mentor)  
WordPress User Group Philippines (Member)  
Joomla User Group Philippines (Member)  
Kibihost and Designs (Technical Partner and Collaborator)  
SEO, Philippines (Member)  
Tipid PC Events, TPCEvents.Org (Trainer)  
ACE IT Learning Solutions (Trainer, defunct)

**References:****Rhonda Roberts**

Relation: Former supervisor  
ARC, US Embassy, Manila  
E-mail: [rhonda.roberts13@gmail.com](mailto:rhonda.roberts13@gmail.com)

**Carolina dela Cruz and Rhissa Rondilla**

Web Administrators, DOH-IMS  
Tel: +632 743-8301 to 23  
[www.doh.gov.ph](http://www.doh.gov.ph)  
Relation: Former colleague  
Department of Health – IMS

**Antonio G. Rufa**

Web Specialist  
Relation: Former colleague  
Department of Health – IMS  
Mobile: +63 917 133 6177  
E-mail: [tonyrufa@gmail.com](mailto:tonyrufa@gmail.com)