

Glenda Baniago

WORDPRESS DEVELOPER & MARKETING ASSISTANT

Email: glenda_0511@gmail.com

LinkedIn: linkedin.com/in/glee-baniago/

Phone / WhatsApp: +63 926 235 2322



PROFESSIONAL SUMMARY

CMS Manager, WordPress Developer, and Digital Marketing Specialist with 10+ years of experience in content management, web development, and digital marketing. Skilled in WordPress, SEO, content publishing, website maintenance, and campaign execution, with a strong background in collaborating with global teams. Known for attention to detail, technical problem-solving, and delivering high-quality digital solutions across web and marketing projects.

CAREER HIGHLIGHTS

- Lead Developer for a highly customized e-commerce site with a custom admin dashboard
- Lead Developer for a restaurant website subcontracted by Microsoft
- Company Awards
 - Above and Beyond (2022)
 - Circle of Excellence (2023)

RELEVANT EXPERIENCE

Cherry Assistant | January 2026 - Present

Digital Marketing & Web Design Specialist

- Design, develop, and maintain WordPress websites and landing pages, ensuring responsive layouts, strong user experience, and brand consistency.
- Create digital marketing assets, including social media graphics, website visuals, and promotional materials, while supporting content planning and campaign execution.
- Manage website updates, troubleshoot technical issues, optimize performance, and implement on-page SEO best practices.
- Collaborate with clients and cross-functional teams to deliver web design and digital marketing projects on time and aligned with business objectives.

Trade Finance Global UK | May 2022 – May 2026

WordPress Manager & Content Specialist

- Manage end-to-end content publishing workflow for a global trade finance publication
- Format and publish articles in WordPress, ensuring consistency in structure, SEO (Yoast), metadata, and internal linking
- Coordinate with editorial and marketing teams to maintain a structured content calendar and timely publishing
- Prepare promotional visuals and support content distribution across social media platforms
- Maintain website content structure, archives, and overall CMS health
- Apply on-page SEO best practices and assist in improving site performance and content discoverability
- Identify and resolve CMS, formatting, and technical issues to ensure high-quality output

Independent Contractor | July 2024 - Present

Web Developer & Administrator

- Custom Theme Development/WooCommerce Development
- Carbon Fields, ACF, & Gravity Forms customization
- Website maintenance, debugging/troubleshooting website issues
- Technical SEO – Pagespeed, Google Analytics
- CMS management and development (WP, Webflow, Squarespace)

Elance / Upwork | May 2013 - Present

Freelance Digital Marketer

- WordPress Designer, Developer & Manager
- Social Media Management
- GoHighLevel, CRM / ATS Management
- Graphic Design & Video Editing
- Content Creation
- Email marketing automation

Hooli Software | January 2021 - June 2024

Senior WordPress Developer / Lead Developer

- WordPress & WooCommerce Development
- Website maintenance, debugging/troubleshooting website issues
- Technical SEO – Pagespeed, Google Analytics
- WordPress Integrations and Automation

UPower, LLC | April 2014 - February 2021

Recruiting Assistant & Digital Marketer

- Recruiting Coordination
- Social Media Management
- CRM / ATS Management
- Content Creation
- Administrative Assistance

TECHNICAL SKILLS

- **CMS & Publishing Platforms** - WordPress, Wix, Webflow, Squarespace
- **Web** - HTML / CSS / SCSS, JavaScript / jQuery, PHP, Technical SEO, Google Analytics
- **Design & Content** - Canva, Figma, Adobe Creative Cloud
- **AI** - Prompt Engineering

EDUCATION AND TRAININGS

Java Programming Fundamentals

Accenture x FTW Scholarship Program

Intro to Web Development

MFI Polytechnic Institute, Inc

BS Mechanical Engineering

Polytechnic University of the Philippines