

# CARLOUIE SAMSON

web & graphics designer | wordpress expert

## CONTACT

- +63 961 546 4914
- [cbsamson16@gmail.com](mailto:cbsamson16@gmail.com)
- Muntinlupa City, Philippines
- <https://clbsamson.site>

## SKILLS

- Website Front-end Development
- WordPress Platform Development
- UI/UX Design
- Search Engine Optimization
- Newsletter Building
- JavaScript, JQuery, HTML, CSS
- Graphics Design and Video Editing

## TOOLS

- WordPress and Page Builders
- WPEngine
- Beaver Builder [WP Page Builder]
- Elementor [WP Page Builder]
- Divi [WP Page Builder]
- Cornerstone [WP Page Builder]
- Unbounce
- Google Tag Manager
- Google Search Console
- Google Analytics
- Adobe Analytics
- Figma
- ChatGPT
- Adobe Suite  
(Photoshop, AE, Premiere Pro, etc)

## EDUCATION

- Bachelor of Science  
in Information Technology**  
Asia Pacific College | 2011 – 2015

**BIDA Competition  
(Business Ideas Development  
Award) 2015 Grand Champion**  
Proposed the Mobile App “*Rambler*”  
– a travel app to connect tour guides  
and travelling consumers

## PROFILE

A reliable Web & Graphics Designer with over 9 years of experience in Digital Marketing. Experienced in handling international and local clients in technological and creative industries.

## EXPERIENCE

- SENIOR WORDPRESS DEVELOPER**  
Better Image Solutions | August 2024 – Present  
Tasked to convert sites previously hosted on another service provider (built on WordPress using Elementor as the main page builder), perform quality checks on converted sites (building initial QA files, performing several level quality assurance checks, etc), and running Search Engine Optimization necessities (e.g. Google Search Console, Google Tag Manager, Google Analytics, etc.)
- WEB DESIGNER / CREATIVE DIRECTOR**  
GlobalSpex | Dec 2023 – Feb 2025  
Tasked to create full website designs from wireframes, full mockups to full working sites using Figma, Adobe XD, WordPress, Beaver Builder and other tools for over 50 clients from different niche and industries such as Moving, Remodeling, Schools, Tech, Marketing, etc. I also directed our third party design team from India for materials such as website assets, print collaterals, logo reiterations, etc.
- CORPORATE DIGITAL MARKETING ANALYST**  
Accenture, Ph | Jan 2020 – Jun 2024  
Created different graphic and video materials for internal portals and announcements with the help of Adobe Suite. Was also tasked in redesigning existing internal websites and building new internal portals through WordPress with Beaver Builder. Also did Adobe analytics for existing sites.
- TECHNICAL WEB & GRAPHICS DESIGNER – FREELANCE**  
C9 Staff | Jul 2021 – Jul 2023  
Update existing sites and create new landing pages for various giant vendors such as Microsoft, Apple, Canon, Acer, Sennheiser, MSI, etc. Created newsletters, banner and video materials
- SENIOR WEB & GRAPHICS DESIGNER**  
K-Talyst Corporation, Ph | Feb 2019 – Dec 2019  
Lead for building different websites for internal clients such as portfolio sites, personal blogs and company website and portals. Managed a junior designer as well.
- JUNIOR WEB & GRAPHICS DESIGNER**  
Prime Meridian HR Consultancy, Inc. | Jul 2016 – Aug 2018  
Created standees, infographic, websites, learning modules, pamphlet designs and video materials with help of Adobe Creative Cloud, WordPress, Microsoft Visual studio, etc, for various clients