

JASON ITUMAY

FULL STACK DEVELOPMENT | SEO & DIGITAL MARKETING | AUTOMATION

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PROFESSIONAL SUMMARY

Full stack developer and digital marketing professional with 15+ years of experience across e-commerce, media, and service businesses. Builds websites and live booking-to-accounting workflows using Make.com and n8n. Combines development with SEO, paid search, and conversion optimization. Led a 28-person digital marketing team and delivered SEO work across major ABS-CBN digital properties.

TECHNICAL STACK & CORE EXPERTISE

Frontend: HTML5, CSS, JavaScript, TypeScript, React, Next.js

Backend & data: Node.js, PHP, Python, MySQL

Platforms & tools: WordPress, Shopify, Git, Docker

Automation: Make.com, n8n, webhooks, Google Sheets, QuickBooks integration

Marketing: SEO, Google Ads / PPC, conversion rate optimization, social media, email marketing, campaign planning, team leadership

PROFESSIONAL EXPERIENCE

Full Stack Developer & AI Engineer

Island Time Powerboat Rentals and Charters - British Virgin Islands | Jul 2024 - Nov 2026

- Built a live Make.com workflow connecting water taxi bookings with Google Sheets and QuickBooks for financial recordkeeping.
- Design and maintain responsive websites, translating business requirements into user interfaces, navigation, and calls to action.
- Improve website performance through page-speed evaluations, image optimization, code refinement, and technical troubleshooting.
- Manage website hosting, domains, content management systems, and ongoing updates to support reliable day-to-day operation.
- Use website analytics to guide design and usability improvements; provide post-launch support and resolve functionality issues.

SEO Analyst

Ray Business Technologies (ABS-CBN) - Cebu City, Philippines | May 2023 - May 2024

- Delivered SEO work across ABS-CBN digital properties, including News, Entertainment, Push, and Metro Style.
- Supported organic visibility, audience growth, and revenue objectives through website optimization for a major Philippine media organization.

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PROFESSIONAL EXPERIENCE - CONTINUED

Web Developer, Data Scientist - Automation AI Expert

Smartbag Australia / Smart Operations Inc. - Mandaue City, Cebu | Jun 2010 - Apr 2023

Full-time; transitioned to remote work in 2018.

- Developed and maintained the Shopify e-commerce website, with responsibilities expanding into SEO, paid search, and social media marketing.
- Planned and implemented digital marketing initiatives across Google Ads, organic search, social media, and podcasting to support online sales.
- Maintained the website and implemented conversion rate optimization alongside campaign delivery.

Digital Marketing Team Lead

Dreamscape Networks (Crazy Domains) - Cebu City, Philippines | Mar 2019 - Aug 2021

Remote role held concurrently with full-time Smartbag employment.

- Promoted to lead a 28-person team comprising 20 SEO specialists, four content writers, and four SEO support staff.
- Reviewed campaign plans, approved actions, and oversaw delivery of SEO, content, social media, and email marketing services.

ADDITIONAL FREELANCE & PROJECT EXPERIENCE

Freelance SEO

Thrives Marketing Agency - Austin, Texas / Remote | May 2021 - May 2022

- Supported an SEO strategist by executing assigned daily SEO tasks and assisting with campaign delivery.

Digital Marketing & Web Designer / Developer

Boat Hire Sydney - Sydney, Australia | Jan 2019 - Mar 2022

- Delivered web design, development, and digital marketing alongside other professional commitments.
- Managed SEO, conversion optimization, social media, Google Business Profile, and email marketing for a boat hire business.

LIVE AUTOMATION PROJECTS

Island Time BVI: Make.com workflow linking water taxi bookings, Google Sheets, and QuickBooks for financial recordkeeping.

Boat Hire Sydney: n8n workflow connecting the booking CRM with accounting. Both workflows are live.

Case studies: iwebhacks.com/case-studies

EDUCATION

Associate - Instrumentation Process Control | Jan 2006

Center for Industrial Technology - Cebu City, Philippines

Dean's List honoree | Department of Science and Technology scholar