Dison Arnibal

Full Stack Developer / Web Designer

WORK CONDITION

STUDENT VISA holder, actively exploring in securing sponsorship opportunities. I am currently pursuing a Diploma of Advanced Information Technology at Cocoon International College in Brisbane while working as a part-time Web Developer at Xperience Realty in Toowong.

CONTACT

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📍 South Brisbane, QLD 4101

Citizenship: Philippines

Date of Birth: Nov. 6, 1990

EDUCATION

Diploma of Advanced Information Technology

Cocoon International College
August 2023 – Present

Diploma of Information Technology

Networking
Lifetime International Training College
February 2022 – June 2023

Bachelor of Science in Information Technology

University of Cebu, Philippines
Graduated: March 2011

WORK EXPERIENCE

Wordpress Designer / Developer

Xperience Realty, Toowong, QLD | 2022-02 - Present

- Developed custom solutions for property listing synchronization by integrating a 3rd party API plugin to work with Lockedon - a real estate CRM and automation tool that handles the agency's properties.
- Integrated an AI Caller API via JavaScript and JQuery to automate rental management leads (trial). Sample call can be found here. It automates mass calling to a list of phone numbers on database and forwards the calls to an actual support agent when they hit the criteria we're looking for.
- Migrated websites including Wordpress databases and orchestrated a seamless migration procedure without any downtime.
- Customised Woocommerce plugin to work based on company needs
- Developed a basic custom plugin to display Sold Properties in front-end.
- Applied different Wordpress hooks to add specific functionalities.
- Modified existing plugins or integrate third-party plugins.
- Worked collaboratively with designers, project managers, and other team members.
- Developed a custom voting web app that's integrated with Google Maps API where users can search for businesses on Google Maps and vote for them based on criteria.
- Worked with DataTables to display voting results.
- Implement, modify and integrate design mockups into Wordpress theme.

Vuejs & Laravel Development (Full Stack) - *Review Generation Web App*

Maggy Maid, Los Angeles | 2019-01 - 2022-01

- Focused on building a brand reputation for clients.
- Built and customized a multi-role user registration system
- Implemented a client-side API integration with Twilio
- Used Twilio's studio rest API for delivering review requests via SMS delivery
- Used helper libraries in Twilio to execute Twilio's studio functions like delivering the SMS, reading the content of the SMS, and executing another set of SMS based on user reply.
- Utilised Twilio's studio events to include an entity (a user's phone number) into the flow while retrieving the execution resources which can then be used to create a new set of execution for outbound use cases like, in our case, surveys and review generation.
- Built a server-side routing system for a more secure navigation panel or menu between different users

Google App Script Development (Cloud-based Javascript Platform) - *Service Provider Confirmation*

Maggy Maid, Los Angeles | 2019-01 - 2022-01

- Utilising PHP, including Javascript to build the app and optimising based on user inputs.
- Architect and design business data storage by utilising Google App Script to store data to specific Workbook, down to specific sheet name, down to specific column then to unique row data without modifying the entire sheet format so as not to disrupt the busy & live Google Sheet entries.
- Analyzed requirements and designed, developed and implemented the custom web application based on booking data & service provider data.
- Tested changes to user interface, application functionality and database access and synchronization as required by the business.
- Conducted peer-reviews of PHP application code to make sure that all code complies with the team and business standards

Nodejs App Development - Google My Business Messaging API - *Chatbot for GMB*

MoreMessages.com | 2021-07 - 2022-01

- Conducted research about Google My Business Messaging API
- Integrated 3 GMB locations to Google's Messaging API that combines entry points to Google Maps, and organic search to create rich, asynchronous messaging experiences that keep customers and drive business results.
- Developed a bot that auto-responds to GMB messages on mobile channels based on user activity / menu choices using Javascript
- Utilised GCloud service to host the NodeJs app (Python commands wereused in the terminal)
- Built a variety of message types to enhance the conversation including carousel, and rich cards
- Utilised OAuth to allow agents to verify customer's identity and to provide personalized response in conversation in a very secure way.
- Routed customer conversation, based on their activity or response, to automation using NodeJs
- Used Google's Business Messaging API to forward the encrypted conversation to the Partner's Webhook (Brand).

Web Designer, CRM Setup

Serviced Apartments Melbourne, Victoria | 2016-11 - 2019-06

- Hotel CRM Setup and Management (Little Hotelier)
- Getting clients' sites higher on Google SERP.
- Generating enough leads from web traffic and converting them into sales.
- Non-stop researching, proposing and testing new approaches to improve the rankings on Google.
- Keyword Research and identifying keyword density levels and ratio
- Develop social media profiles and Facebook advertising campaigns
- Setting up and managing Facebook Ads, and Amazon Seller Central Ads
- Carry out Facebook Ads pixel retargeting and custom audience
- Assisting Google Adwords campaigns

- Building a private network of domains for my clients through Wordpress or from scratch.
- Submit client sites to Moz.org's Website Research Tools / Local Listings (all of my clients have their own paid account [this is for a faster transition of workloads])
- Conduct link research with the help of these tools like Moz, Semrush & Ahref
- Provide appropriate changes to SEO metrics that have errors which can be seen on Google's Search Console

Wordpress Developer & SEO

For Sale For Lease Pty Ltd, Victoria | 2012-07 - 2019-06

- Analyzing website statistics, performance and issues via Webmasters Tool and Google Analytics
- Woocommerce setup using Stripe and eWay payment gateway
- Gravity Form payment setup using Stripe and eWay payment gateway
- Optimizing landing pages for higher conversion
- Developing iOS and Android apps for my clients with Push Notifications and E-commerce integration like Shopify and Amazon
- Managing iTunes Connect App Profiles and Google PlayStore Developer Console
- Managing iTunes Connect App Analytics and Reports
- Building partnership with bloggers and webmasters to build external links
- Building weekly or monthly strategic SEO approaches for each client
- Increasing the authority of clients' sites
- Email Marketing through AWeber and MailChimp
- Installing, managing, maintaining or promoting Wordpress sites, blogs, landing pages or social media sites such as twitter or youtube.
- Building relationship with SEO Professionals
- Get insights from these tool's keyword metrics to help rank relevant keywords higher on search engines
- Retrieve keywords' organic SERP rankings on a daily/weekly basis
- Image SEO –> provide proper titles, alternate tags, and description on product images.
- Revamp (if necessary) website design to convert more sales by changing font size, color and alignment, button sizes and colors, main website colors that are appealing to the eyes, link colors, menu placements, with the help of heat map analysis tools like Crazy Egg and Google Analytics' In-page Analysis.
- Proper internal linking through relevant keywords and by using SILO
- Proper canonicalization and proper redirects on URLs.
- Submit site to Google's Webmasters Tool to discover crawlability issues
- Setup Google Analytics and build reports
- Setup proper meta attributes to help onpage contents better rank on SERP