

DANIEL NIKKO CRUZ

Graphic Designer & Web Developer

EDUCATION

2013-2019

COMPUTER ENGINEERING

Systems Plus College Foundation

SKILLS

WEBSITE DEVELOPMENT

- WordPress Development
- Elementor, Oxygen, Divi, Gutenberg Builder
- WooCommerce
- Wix Development
- Squarespace Development
- HTML5, CSS3, Javascript, & PHP
- Custom CSS

WEBSITE OPTIMIZATION & SEO

- Technical & On-Page SEO
- PageSpeed Insight
- WP Rocket / NitroPack Configuration
- Google Search Console
- Google Analytics (GA4)
- Screaming Frog SEO Spider
- Semrush
- SE Ranking

HOSTING & INFRASTRUCTURE

- DNS Configuration
- cPanel
- Cloudflare
- Godaddy, Hosting, Namecheap setup
- SSL Configuration

GRAPHIC DESIGN

- Adobe Photoshop
- Canva (Graphics & Video)
- Capcut

OTHERS

- Hubspot
- Stripe Payment
- AppMySite
- Zapier
- Lovable

LOCATION ADDRESS: Mabalacat city, Pampanga, Philippines

WHATSAPP NUMBER: +63 908 224 4412

EMAIL ADDRESS: danielnikkocruz@gmail.com

WEBSITE PORTFOLIO: <https://danielnikkocruz.com>

GRAPHIC PORTFOLIO: <https://danielnikkocruz.com/graphic-design>

PROFILE

Hello! I'm a web developer, graphic designer, and IT professional who enjoys building websites that not only look good but also work well.

Over the past few years, I've developed 40+ websites for businesses in industries like lawn care, HVAC, pressure washing, cleaning services, digital marketing agency, fitness, roofing, dental, and more. Every project is different, and that's one of the things I enjoy most about web development.

Most of my work is done in WordPress, but I also have experience with HTML, CSS, JavaScript, Wix, Squarespace, Durable and more. I've built everything from simple business websites to booking systems, e-commerce stores, membership sites, learning management systems (LMS), and online catalogs and more. I also optimize websites for speed, SEO, security, and overall user experience.

In addition to development, I previously led a small team of three web developers in my previous company, mentoring them in technical skills, reviewing their work, and supporting their professional growth.

Aside from development, I have a background in graphic design, creating social media graphics & videos, marketing materials, website assets, and other visuals that help businesses build a consistent brand.

I also have experience as an IT specialist, where I managed computer systems, troubleshooted technical issues, maintained software and networks, and helped ensure everything ran smoothly behind the scenes.

I like solving problems, learning new technologies, and building solutions that make life easier for both clients and users. Whether it's designing a website, fixing a technical issue, or improving performance, I always aim to deliver work that's reliable, user-friendly, and built to last.

WORK EXPERIENCE

Sept 2022 - July 2026

Unique-Genius VA Agency | Part-time Internal/In-house

WEB DEVELOPER / WEB DESIGNER, ON-PAGE SEO & HUBSPOT SPECIALIST

- Build and maintain WordPress websites for multiple client accounts, delivering responsive, SEO-friendly websites that support lead generation and ongoing marketing initiatives.
- Design responsive landing pages, sales pages, and lead generation websites focused on user experience and conversion.
- Implement CRM integrations, including HubSpot, Stripe Payment and other third-party marketing platforms.
- Configure website forms, pop-ups, tracking scripts, and marketing automation tools.
- Optimize website performance, Core Web Vitals, accessibility, and technical SEO while maintaining website security and long-term stability.
- Create and optimize SEO content, including blogs, AI-assisted articles, meta titles, meta descriptions, keyword research, blog scheduling, page indexing, and internal linking.
- Troubleshoot website issues, perform maintenance, and ensure high availability across projects.
- Collaborate with clients and internal team to gather requirements and deliver custom web solutions.
- Configured email accounts, databases, SSL certificates, cron jobs, and backups.
- Managed domain and hosting configurations.

April 2023 - June 2026

Transactional (formerly Collaborate Pros) | Full-time

WEB DEVELOPER / SEO QA

- Develop responsive website from figma designs.
- Created flexible content layouts using ACF to simplify ongoing website management.
- Migrate websites from staging to live website between hosting providers using cPanel.
- Configure website forms, pop-ups, tracking scripts, and marketing automation tools.
- Maintain website security, perform updates, and remove malware when needed.
- Configured email accounts, databases, SSL certificates, cron jobs, and backups.
- Managed domain and hosting configurations.
- Implement technical and on-page SEO best practices across client websites.
- Audit SEO blogs and location niche SEO blogs once a month for 40-50 clients, making sure they follow best seo practices such as word count, geotagged images, meta desc and meta title SEO and AEO optimized.
- Improve website speed, performance, and Core Web Vitals with PageSpeed Insights.
- Optimize website performance using WP Rocket, Nitropack, image optimization, lazy loading, caching, and Core Web Vitals best practices.
- Conduct technical SEO audits using Screaming Frog, Semrush, Google Analytics (GA4), Google Search Console, and SE Ranking to identify crawl, indexing, and performance issues, then coordinate fixes with SEO and Page Indexing teams.
- Configured Cloudflare DNS, SSL, caching, and CDN to improve website security and page load performance.

Jan 2025- Dec 2025

Unique-Genius VA Agency - Larison Media | Part-time Client

GRAPHIC DESIGNER & WEBSITE EDITOR

- Designed graphics for social media while following each client's brand guidelines for 15+ clients.
- Created simple video edits and marketing assets for different campaigns.
- Updated content and made website edits in WordPress, Squarespace, and Wix.
- Design responsive landing pages, sales pages, and lead generation websites focused on user experience and conversion.
- Uploaded blogs, images, and new website content as requested.
- Worked with the marketing team to make sure designs stayed consistent across all platforms.

Sept 2022 - March 2023

Unique-Genius VA Agency - Live Hydration Spa | Full-time Client

WORDPRESS WEB DEVELOPER

- Develop, customize, and maintain WordPress websites for 27+ franchise locations.
- Design responsive location specific landing pages, sales pages, and lead generation websites focused on user experience and conversion.
- Configure website forms, pop-ups, tracking scripts, and marketing automation tools.
- Optimize website performance, security, accessibility, and SEO best practices.
- Troubleshoot website issues, perform maintenance, and ensure high availability across projects.
- Collaborate with clients to gather requirements and deliver custom web solutions.
- Develop new website pages and location-specific landing pages for franchise and multi-location businesses.

July 2021 - Sept 2022

Innovative Homecare Solutions Inc.

IT SPECIALIST & GRAPHIC DESIGNER

- Perform desktop system maintenance/upgrades and create instructional procedures for troubleshooting
- Configure physical and soft phones for employees
- Design graphic content for marketing ads, social media posts, and printed marketing and company collateral.
- Create brand-appropriate artwork across various media
- Publish SEO blogs on company website
- Support clients, customers, and employees with technical issues
- Develop and enhance company websites using CSS and WordPress
- Maintain all WordPress plugins

Sept 2019 - Sept 2020

GV Radios Netork Corporation (GVFM 99.1 & GVAM 792)

IT TECHNICIAN

- Manage radio station's computer systems (hardware, software, and networks)
- Troubleshoot and maintain computer systems, hardware, software, and network equipment
- Develop and implement IT policies and procedures for compliance
- Manage data backup and recovery systems for business continuity
- Provide technical support to radio station staff and maintain technical equipment
- Ensure quality of broadcasts and maintain the studio to transmitter link
- Troubleshoot and perform maintenance or repairs
- Maintain accurate equipment maintenance and repair records

March 2016 - Nov 2016

iQor (BPO)

COLLECTION AGENT

- Contact customers with past-due accounts to collect payments
- Negotiate feasible payment plans with customers
- Document all calls, correspondence, and payment arrangements
- Follow up on delinquent accounts to ensure timely payments

CHARACTER REFERENCES AVAILABLE UPON REQUEST