

# Diana Jane Ceniza

I Build Brands from Backend to Frontend | WordPress/Wix/Shopify Developer • SEO/AEO Specialist • Digital Marketing Manager • Funnels & AI-Powered Automation



## Relevant Experience

Web Developer & SEO/AEO Specialist, **Pevney Estate Planning** September 2025 – Present  
Orange County, California (*Remote / Part-time*)

- Developed and maintained responsive, high-converting websites aligned with brand identity and user experience best practices.
- Managed end-to-end SEO and AEO strategy including on-page, technical, and content optimization to improve search rankings and organic traffic.
- Implemented structured elements such as meta tags, schema markup, XML sitemaps, and internal linking strategies.
- Monitored analytics (GA4, Search Console) and continuously improved performance based on data insights.
- Conducted keyword research and competitor analysis to guide content and landing page improvements.

Web Developer and Designer, **Miti Websites** July 2025 – January 2026  
Brisbane, Australia (*Remote / Part-time*)

- Built and customized professional websites using Wix and WordPress, ensuring responsive, user-friendly designs aligned with client branding.
- Converted Figma designs into responsive Wix and WordPress websites.
- Handled technical fixes, troubleshooting, and optimization for smooth performance.
- Delivered updates and customizations across multiple client projects.
- Performance optimization: image compression, lazy-load, preconnects, font-loading strategy, caching/CDN, critical CSS—aimed to pass Core Web Vitals (LCP < 2.5s, CLS < 0.1, INP within threshold).
- Technical SEO: page titles/meta/descriptions, canonical + robots.txt, XML sitemaps, 404/301 hygiene,

Digital Marketing Associate, **Maria Onilla Consultancy** Sep 2023 – June 2025  
Toronto, Canada (*Remote*)

- Developed and executed social media strategies, increasing audience engagement by creating tailored, high-performing content across platforms.
- Designed branded visuals, digital ads, and marketing materials, ensuring consistency and visual impact across all client-facing content.
- Built and optimized CMS-based websites (e.g., WordPress/Wix), improving mobile usability and reducing page load times by up to 40%.
- Implemented SEO best practices and optimized website content, resulting in improved visibility and organic traffic growth.
- Produced marketing collateral, including brochures, email campaigns, and client presentations to support outreach and lead generation.
- Collaborated on multimedia projects, assisting with video editing, photo direction, and management of digital assets to support campaigns.

Web Programmer | UI/UX Developer, **Unitech** February 2023 – February 2025  
Project Manager Dec 2021 – February 2023  
Seoul, South Korea (*Remote*)

- Developed and maintained responsive websites and web apps using modern stacks (React, FastAPI, etc.), ensuring performance across devices and platforms.
- Designed and implemented user interfaces with a focus on usability, accessibility, and visual consistency.
- Led a cross-functional team, managing timelines, resources, and quality control to meet tight deadlines.
- Collaborated directly with clients to define requirements, deliver progress updates, and align deliverables with business goals.
- Implemented CI/CD pipelines and automation to streamline development workflows and reduce deployment time.
- Delivered projects on time and within budget, following Agile methodologies for iteration and stakeholder feedback.
- Researched and integrated new technologies to improve system efficiency and scalability.

Digital Marketing Manager, **Solution Alliance & Co.** Sep 2021 – Dec 2021  
Toronto, Canada (*Remote*)

- Analyzed performance data and trends with a focus on ROI, providing actionable insights for strategic decision-making.
- Optimized website and social media content to align with brand voice and achieve campaign objectives.
- Planned and executed multi-channel marketing campaigns, continuously improving based on analytics and engagement data.
- Managed end-to-end social media presence — from content creation and scheduling to community engagement — strengthening customer relationships.
- Handled customer interactions across platforms, ensuring prompt, professional responses that increased satisfaction and retention.
- Tracked and interpreted analytics across digital channels, adapting strategies to improve conversion rates and campaign performance.

## Tech Stack

### Programming Languages

JS, ReactJS, Python, CSS, SQL, PHP, C#, Rust

### Libraries & Frameworks

React, Next.js, ExpressJS, React Native, Tailwind, Django, Vue.js, Angular.js, Laravel

### Database Management

MySQL, PostgreSQL, MongoDB

### Tools & Platforms

n8n, Make, Zapier, Git, Github, Figma, Canva, Vercel, Heroku, Netlify, WordPress, Wix, Docker, AWS, Squarespace

### Operating System

Linux (e.g., Ubuntu, CentOS), macOS, Windows, VMs

### Page Builders

Elementor, Divi, Beaver Builder, WPBakery, Colibri

### SEO & Analytics

Yoast SEO, SEMrush, Moz, Ahrefs, GSC, GA4

### Others

CI/CD pipelines, Deployment automation, GCP, Google Ad Manager, Facebook Ads Manager, Mailchimp, HubSpot, Hootsuite, Buffer, Sprout Social, Meta Business Manager, Adobe Creative Cloud (Photoshop), Squarespace, Notion, Airtable, Trello, ManyChats, and more

## Education

### Philippine College of Health & Sciences

Bachelor of Science in Medical Technology  
Completed academic requirements; internship deferred. Fully available for full-time/part-time roles

Software Developer, **Licorne Incorporated**  
Makati City, Philippines

March 2019 – November 2021

- Designed, developed, and maintained full-stack web applications, handling data modeling, integration, testing, and debugging across multiple environments.
- Oversaw the entire web development lifecycle, ensuring high code quality through structured testing, documentation, and modular code libraries.
- Conducted technical audits to assess performance, usability, and compliance with web standards, implementing solutions to improve stability and user experience.
- Implemented robust security protocols to safeguard applications, including regular updates to patch vulnerabilities and prevent cyber threats.

Social Media Manager – Assistant, **Arks Business**  
Makati City, Philippines

Jan 2019 – December 2020

- Developed and executed data-driven social media strategies and campaigns, increasing brand visibility and audience engagement across multiple platforms.
- Managed budgets for paid social and PPC campaigns, ensuring efficient resource allocation and maximized ad performance.
- Created and curated multimedia content — including captions, short-form videos, and graphics — tailored to resonate with niche audiences and support marketing goals.

## Featured Projects

### Wave Trading AI (Custom)

- AI-powered crypto trading system with deep learning models, market prediction logic, and Binance API integration.
- Developed full-stack using Python, FastAPI, VueJS, Chart.js, and MongoDB.
- Built real-time price prediction dashboards and admin tools.
- Deployed auto-trade automation and tested in production-like environments.

### Wix Website Development – Client Projects (Miti Websites)

- Built and customized multiple client websites using Wix, focusing on clean UI/UX and brand alignment
- Translated Figma designs into fully functional, responsive websites
- Optimized website layouts, structure, and user flow to improve engagement and conversions
- Implemented SEO best practices including meta tags, structured content, and page optimization
- Handled technical fixes, debugging, and performance improvements across multiple projects
- Collaborated with clients and stakeholders to deliver tailored website solutions

### Edit Beauty Website (Shopify)

- Developed and customized a modern ecommerce website with a focus on premium branding
- Designed responsive UI/UX to enhance product presentation and customer journey
- Implemented interactive elements (product cards, hover effects, media previews)

### Pevney Estate Planning Website + SEO (WordPress)

- Redesigned and optimized website for an estate planning law firm based in California
- Improved site structure, on-page SEO, and content strategy to increase search visibility
- Managed Google Business Profile, including posts, Q&A, and review optimization
- Conducted competitor analysis and implemented SEO strategies targeting high-ranking keywords

### Maria Onilla Consultancy – Digital Marketing & Web Development

- Managed social media strategy and content creation across platforms
- Designed branded visuals and marketing assets
- Developed and optimized CMS-based client websites (WordPress/Wix)

## Soft Skills

- Creative Problem-Solving
- Strategic Thinking
- Client Communication
- Team Collaboration
- Adaptability & Initiative
- Time & Project Management
- Attention to Detail
- Critical Thinking
- Self-Motivation & Accountability
- Conflict Resolution
- Decision-Making Under Uncertainty
- Presentation & Storytelling
- Leadership & Ownership
- Analytical & Data-Driven Thinking
- Cross-Functional Coordination
- Multitasking Under Pressure

## Interests

AI, Cryptocurrency, Crypto Exchanges, Business, Foreign Languages, Sci-Fi, Documentaries

## Certifications

- Google AI Essentials
- Google Agile Essentials
- Google Digital Marketing & E-Commerce Certificate
- Focus: SEO, Ads Management, Online Store Setup
- Google UX Design Certificate
- Google Prompting Essentials
- Global AI Bootcamp 2024 – Philippines (Makati)
- Digital Marketing – HubSpot Academy
- Social Media Marketing – HubSpot Academy
- SEO – HubSpot Academy
- Introduction to Social Media Marketing – Coursera
- Front-End Development Libraries – freeCodeCamp
- JavaScript Algorithms & Data Structures – freeCodeCamp
- PHP – SoloLearn
- Responsive Web Design – freeCodeCamp
- Google Ads & Campaign Manager Certifications – Google Skillshop
- React & Project Management – TestDome