BHE SMARK PEREZ

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G R A P H I C D E S I G N E R & P H O T O G R A P H E R

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# SUMMAR Y

**Street 4905, Jeddah**

Web Developer with 9 years of back-end and full-stack experience, specializing in Next.js, React.js, Ionic, and React Native. Skilled in integrating REST APIs and building high-performance web and mobile applications. Experienced in Oracle Eloqua for marketing automation, with a strong background in the automotive industry. Combines technical development with design and photography skills to deliver end-to-end digital solutions that enhance customer engage- ment and business operations.

# EDUC A TION

Year 2013 - 2014

**ASSOCIATE IN INFORMATION TECHNOLOGY**

**Urdaneta City, Philippines. Panpacific University of Norther Philippines**

Comprehensive foundation in software development, with core studies in C++, Java frameworks, web development, and programming fundamentals. Gained practical experience in building applications, understanding system logic, and applying structured coding principles essential for modern development environments.

# SKILLS

* **Rest API • React JS • Ionic Platform • Next JS • Vercel • Node JS • Github**
* **WordPress • Salla E-commerce Platform • DaVinci Resolve Color Grading • WHM / CPANEL**
* **Figma • Visual Studio Code • Adobe Tools • Photography & Videography**

# W ORK EXPERIENCE

**2021- Present | Saudi Arabia. • WEB DEVELOPER / TEAM LEAD**

Led the end-to-end development and management of WordPress websites, handling both front-end and back-end opera- tions to ensure high performance, usability, and scalability. Integrated Oracle Eloqua to streamline lead capture, segmen- tation, and marketing automation across campaigns. Engineered custom plugins and APIs, with a strong emphasis on platform security, sustainability, and adherence to best practices. Conducted in-depth SEO audits and implemented optimization strategies to enhance search visibility and organic traffic growth. Utilized Google Analytics to monitor perfor- mance metrics, generate actionable insights, and produce monthly reports for stakeholder alignment. Acted as a creative team lead, supporting marketing initiatives through photography, videography, and multimedia production. Collaborated cross-functionally to resolve technical issues, ensure data accuracy, and drive digital innovation aligned with business goals.

**2016- 2021 | Saudi Arabia. • WEB DEVELOPER / JUNIOR**

As a Junior Web Developer, I played a key role in developing and maintaining e-commerce websites for a distribution marketing company, ensuring optimal user experience and performance. I collaborated on the development of SouraHD, an online printing platform, programming Canon's printing machines via XML integration. Additionally, I focused on enhancing website security, implementing industry-standard practices to safeguard user data and improve site integrity. I also contributed to creating product brochures for digital marketing and conducted thorough research to identify and implement the best platform solutions for business growth and efficiency.