

# APPLE C. GAMUZA

Senior Web Developer & AI Integration Specialist

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## PROFESSIONAL SUMMARY

Seasoned Web Developer and AI Integration Specialist with over 15 years of extensive experience, having successfully developed and launched 400+ websites and web applications for clients worldwide. Expert in WordPress development, AI chatbot implementation, front-end and back-end coding, server management, and e-commerce integration. Recent focus on integrating AI-powered solutions to automate business processes and enhance customer experiences. Proven track record of delivering high-performing, scalable, and secure websites tailored to meet diverse client needs.

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## CAREER HIGHLIGHTS

- **Successfully built and launched 400+ websites** for clients in small business, corporate, government, medical, and e-commerce sectors
  - **Delivered 90 WordPress websites in 6 months** for Better Image Solutions, managing full project lifecycle from concept to deployment
  - **Implemented AI-powered solutions** for e-commerce clients, enabling automated content generation and enhanced customer experiences
  - **Specialized** in CMS-based solutions, e-commerce platforms, and custom system integrations with a focus on security, performance, and SEO
  - **Expert in both traditional web development and emerging AI integration technologies**
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## TECHNICAL SKILLS

### AI & Automation

- AI Chatbot Development & Integration (OpenAI API, Chatbase Platform)
- Custom AI Solutions for Business Applications
- AI-Powered Content Generation & Automation
- Conversational AI Implementation

### Front-End Development

- HTML5, CSS3, JavaScript, jQuery, Bootstrap
- Responsive Design & Cross-Browser Compatibility
- PSD/XD to HTML Conversion

### **Back-End Development**

- PHP, MySQL
- API Integration & Development
- Server-Side Logic & Database Management

### **Content Management Systems**

- WordPress (Expert Level), Drupal, Shopify, Webflow, Squarespace

### **Page Builders & Themes**

- Elementor, Divi, Oxygen, Breakdance, WP Bakery
- Custom Theme Development

### **E-Commerce Platforms**

- WooCommerce, Custom Online Store Integration
- Payment Gateway Integration

### **Server & Security Management**

- Cloud, Shared, and Standalone Server Setup
- Website Security Implementation
- SSL Configuration & Firewall Management
- Email Configuration & Network Setup

### **Digital Marketing Tools**

- HubSpot, Mailchimp, ActiveCampaign, Aweber, GetResponse
- Email Marketing Platform Integration

### **SEO & Analytics**

- Google Search Console Submission
- On-Page SEO Optimization
- Website Performance Optimization
- Analytics Implementation

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## **PROFESSIONAL EXPERIENCE**

**HEYNOW MEDIA | Remote**

## **Senior Web Developer | 2020 – Present**

- Led the full lifecycle of WordPress website projects, from concept to deployment
- Oversaw custom coding, page builder configuration, plugin development, and server management
- Collaborated closely with design and marketing teams to deliver highly customized, SEO-optimized web solutions
- Implemented AI-powered tools for client websites, including custom chatbot integrations
- Managed multiple concurrent projects while maintaining high quality standards and meeting tight deadlines

## **BRAND DOG | Remote**

### **Senior Web Developer (Part-Time) | 2024 – Present**

- Developed and maintained multiple client WordPress websites with focus on performance optimization
- Implemented e-commerce integrations and secure payment processing solutions
- Enhanced website security through implementation of best practices and security protocols
- Ensured seamless deployment and ongoing site updates with minimal downtime
- Provided technical support and troubleshooting for client websites

## **BETTER IMAGE SOLUTIONS | Remote**

### **Senior Web Developer | 2024 – 2025**

- Successfully built and launched 90 WordPress websites within a 6-month period
- Managed all aspects of website design, custom development, server setup, and client handover
- Implemented performance optimization techniques resulting in faster load times and improved user experience
- Applied SEO best practices for every project, improving client search engine visibility
- Coordinated with clients to understand requirements and deliver solutions that exceeded expectations

## **GOVERNMENT PROJECTS | Philippines**

### **Web Development Contractor | 2018 – 2023**

- Developed and deployed secure government portal websites with strict compliance requirements
- Implemented robust security measures for handling sensitive government data
- Managed complete project lifecycle including requirements gathering, development, testing, and deployment
- Collaborated with government stakeholders to ensure projects met regulatory standards
- Provided ongoing maintenance and support for critical government web infrastructure

## **BSTREET DIGITAL | London, UK (Remote)**

### **Senior Web Developer (Part-Time) | 2016 – 2020**

- Designed and maintained multiple client websites using WordPress and custom page builders
- Integrated email marketing platforms to support client digital marketing campaigns
- Optimized websites for performance, achieving significant improvements in page load speeds
- Implemented SEO strategies that improved client search rankings and organic traffic

## **VEXTER DESIGN, IWEB4ALL | Manila, Philippines (Remote)**

## Senior Web Developer (Part-Time) | 2013 – 2020

- Developed custom WordPress solutions for diverse client base across multiple industries
- Integrated third-party APIs and marketing automation platforms
- Provided ongoing website maintenance and technical support
- Optimized websites for search engines and user experience

## OCTOPLY | Australia (Remote)

### Senior Web Developer (Part-Time) | 2012 – 2014

- Created corporate and e-commerce websites with emphasis on responsive design
- Ensured cross-browser compatibility and mobile optimization
- Implemented secure payment processing for e-commerce clients
- Delivered projects on time and within budget while maintaining code quality

## EBJR WEB & PRINTS | Davao City, Philippines

### Senior Web Developer | 2010 – 2013

- Led web development projects, handling both client management and technical implementation
  - Specialized in website security, custom WordPress theming, and email system setups
  - Trained junior developers on best practices and coding standards
  - Managed server infrastructure and implemented backup solutions
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## RECENT AI IMPLEMENTATIONS

### AI Fortune Cookie Generator | Good Fortune Cookies | 2024

- Developed custom AI-powered message generation tool for e-commerce platform using Chatbase integration
  - Enabled customers to generate unlimited unique, personalized fortune cookie messages on-demand
  - Implemented seamless integration with existing WordPress/WooCommerce infrastructure
  - Successfully deployed and maintaining live production system
  - Live demo: [goodfortunecookies.com/ai-cookie-creator](https://goodfortunecookies.com/ai-cookie-creator)
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## AREAS OF EXPERTISE

AI Integration & Automation, Small Business Websites, Corporate Sites, Medical Systems, E-Commerce Platforms, Product Information Sites, Member Clubs, Photo Galleries, News Blogs, Social Networks, Forums, Government Portals, Personal Blogs, Real Estate Websites, Artwork Portfolios, Event Registration Systems, Business & Finance Sites, Food & Restaurant Websites, Custom Web Applications

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# EDUCATION

## BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

Major in Web Development

Interface Computer College, Davao, Philippines

Graduated: May 2007

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## SAMPLE PROJECTS

- thevanakendistrict.com
- veteranmarketinggroupinc.com
- godmademillionaire.com
- helambubizconnect.com
- blcroofingoh.com
- continentalendeavors.com
- jhubcle.org
- ascendfitnessandspa.com
- catalystmminc.com
- damosaland.com

*Additional portfolio samples available upon request*

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## PROFESSIONAL APPROACH

With all the websites I've developed, I handle the complete spectrum of web development services including:

- **Custom Development:** Hand-coded solutions and theme customization using page builders (Elementor, Divi, Breakdance, Oxygen, WP Bakery)
- **Server Management:** Cloud, shared, and standalone server setup and ongoing maintenance
- **Security Implementation:** Comprehensive website and server security protocols
- **Email Systems:** Email account creation, migration, and network configuration
- **Marketing Integration:** Setup and configuration of email marketing platforms (HubSpot, Mailchimp, Aweber, GetResponse, ActiveCampaign)
- **Launch & Maintenance:** Website deployment, ongoing updates, debugging, Google Search Console submission, and SEO optimization
- **AI Integration:** Implementation of AI-powered chatbots and automation tools to enhance user experience and business efficiency