

RUBEN A. BORILLO

WORDPRESS & GOHIGHLEVEL DEVELOPER

📍 B72, L27 Decahomes Indangan, Davao City 📧 <https://buildwithrab.com/> 📧 ruben.borillo08@gmail.com

PROFILE INFO

I'm a WordPress and GoHighLevel Developer specializing in custom website development, automation, and SEO optimization. I build fast, scalable, and conversion-focused web solutions that help businesses grow online. With a strong background in development, design, and digital strategy, I bring a complete, results-driven approach to every project I handle.

EDUCATION

2010 - 2014

STI COLLEGE, DAVAO CITY

- Bachelor of Science
Information Technology

SKILLS

- HTML/CSS
- JavaScript
- Next.js
- PHP
- Database Management / MySQL
- Responsive Design
- cPanel / Server Management
- Vercel / Netlify - CI/CD
- Git & GitHub
- Performance Optimization
- WordPress / WooCommerce
- Theme Development (from scratch)
- Advanced Custom Fields (ACF)
- REST API Integration
- HighLevel / Zapier

LANGUAGES

- English (Fluent)
- Tagalog

WORK EXPERIENCE

Rize Digital

Nov 2023 - Aug 2025

WordPress/GoHighLevel Developer

- Website development using WordPress and GoHighLevel (automation, appointment calendar integration), On-page SEO
- cPanel server setup, configuration, and management

QualifyMe

Oct 2021 - Nov 2023

WordPress Developer

- Website development using WordPress with hands-on On-Page SEO optimization
- cPanel server setup, configuration, and management

Prospus

Aug 2022 - Jan 2023

WordPress Developer

- Website development with custom WordPress themes and ACF block integration

Position1

Mar 2021 - Aug 2022

WordPress Developer

- Website development using WordPress with hands-on On-Page SEO optimization

The Home Service Club

May 2015 - Mar 2021

Frontend Developer

- Responsible for backend and frontend development with focus on user experience using C#
- Managed company website maintenance and performed site optimization for performance and usability

httpmedia

Jul 2015 - Oct 2020

Frontend Developer

- Developed an animated and interactive website designed to enhance the student learning experience

OutsourceOk

Oct 2014 - Feb 2015

WordPress Developer

- Built WordPress websites from PSD designs using the Divi theme, ensuring responsive layout and pixel-perfect design