

# Carl Louie Samson

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<https://carlsamson.site/>

## Professional Summary

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A reliable Web & Graphics Designer with 10 years of experience in Digital Marketing. Experienced in handling international and local clients in technological and creative industries.

## Professional Experience

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### Senior WordPress Developer

Better Image Solutions | August 2024 - April 2026

- Migrated and rebuilt Elementor-based WordPress websites from external platforms
- Built Elementor-based WordPress websites for clients from diverse industries (e.g. Real Estate, Sales, Digital Marketing, Commerce, etc)
- Executed structured QA workflows and validation processes
- Implemented SEO tools (GSC, GTM, GA)

### Web Designer / Creative Director

GlobalSpex | December 2023 - February 2025

- Designed and deployed over 50 websites from wireframe to production
- Directed offshore design team for assets and branding
- Performance maintenance tasks on existing websites
- Built wireframes and mockup designs for new and upcoming clients

### Corporate Digital Marketing Analyst

Accenture Ph | January 2020 - July 2023

- Built Beaver Builder based WordPress internal portals
- Created Multimedia assets for internal use (AVPs, Announcement Banners, etc)
- Created multiple PowerPoint presentations for internal use
- Performed Website Performance Reports through Adobe Analytics
- Assisted on building COVID Reporting Platforms using PowerBI

### Technical Web & Graphics Designer

C9 Staff | July 2021 - July 2023

- Developed landing pages and marketing assets for global brands
- Created newsletters and email banners

### Senior Web & Graphics Designer

K-Talyst Corporation | February 2019 - December 2019

- Developed Elementor-based WordPress websites for company profiles and external clients
- Led Web Projects and mentored Junior Designers and Developers

### Junior Web & Graphics Designer

Prime Meridian HR Consultancy Inc | July 2016 - August 2018

- Developed Websites for internal and external client use
- Created marketing visuals, materials and websites for internal and external clients
- Created various graphics and video materials

## Skills & Tools

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WordPress (Elementor, Beaver Builder, Divi, Cornerstone, Gutenberg, WPBakery, etc), HTML, CSS, JavaScript, PHP, JQuery, REST APIs, UI/UX, SEO, Google Analytics, Google Tag Manager, Google Search Console, Adobe Analytics, Adobe Suite, Figma, Unbounce, Hubspot, GoHighLevel, Webflow, Shopify, SquareSpace, Marketo, Newsletters

## Education

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Bachelor of Science in Information Technology

October 2015

BIDA Competition (Business Ideas Development Award) 2015 Grand Champion

October 2015