

# JAYFEL PAREJA

## Web Designer | WordPress, Duda, HighLevel, ClickFunnels | UX/UI & Conversion Optimization

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### PROFILE

Creative and results-driven Web Designer with 3+ years of experience building modern, responsive, and conversion-focused websites. Specialized in WordPress, Duda, HighLevel, and ClickFunnels for agencies, coaches, and online businesses. Proven track record of delivering high-quality websites, improving user experience, and launching projects ahead of deadlines.

### PROFESSIONAL EXPERIENCE

#### FREELANCING

SANTA MARIA, BULACAN, PH | WFH

#### Web Designer - WordPress, HighLevel and ClickFunnels | Graphic Design

APRIL 2025 - PRESENT

- Delivered modern websites and sales funnels for international and local businesses, coaches, and agency owners using WordPress, HighLevel, and ClickFunnels. Focused on user experience, SEO, and fast-loading design.
- Designed and optimized sales funnels that convert visitors into qualified leads.
- Designed marketing graphics including eBook covers and promotional materials.

#### ECLERX PHILIPPINES (PERSONIV MANILA)

ALABANG, MUNTINLUPA CITY, PH

#### Analyst Web Designer (Duda)

JUNE 2023 - APRIL 2025

- Designed and launched 300+ fully responsive websites using the Duda platform for agency clients.
- Optimized website performance, mobile responsiveness, and page speed to improve user experience and SEO performance.
- Achievement: Winner of the 2023 Company Web Design Contest.

#### OUTSOURCE SHARKS CORP.

BORRAMEO ST., BRGY. TAFT, SURIGAO CITY, PH

#### Web Designer (WordPress) - Team Leader

OCTOBER 2022 - APRIL 2023

- Led a team of 5 web designers in delivering WordPress e-commerce websites using Elementor.
- Streamlined team workflow and project turnaround, improving delivery efficiency by 30%.
- Promoted to Team Leader within 3 months for exceptional performance and leadership.
- Specialized in responsive design, landing page creation, and A/B testing for conversion.

#### KHERK ROLDAN ADVANCE DIGITAL SOLUTION

SITIO, BIBORJAN BRGY. RIZAL, SC

#### Graphic Designer

AUGUST 2022 - December 2022

- Created digital marketing graphics, including logos, banners, infographics, and YouTube thumbnails.
- Maintained brand consistency across multiple visual platforms.

### SKILLS HIGHLIGHT

#### Web Development:

- WordPress, Duda, Elementor, HighLevel and ClickFunnels, Squarespace
- HTML, CSS, PHP, Laravel

#### Hosting & Tools:

- cPanel, Hostinger, Localhost, phpMyAdmin, Git & GitHub, VS Code, Cursor, Windsurf

#### Project Management Tools:

- Salesforce, ProofHub, ClickUp

#### Graphic & Video Tools:

- Adobe Photoshop, Illustrator
- VSDC Video Editing

### ADDITIONAL INFORMATION

Website Portfolio:  
[jayfelpareja.work.ph](http://jayfelpareja.work.ph)

LinkedIn:  
<https://www.linkedin.com/in/jayfelpareja>

### EDUCATION

SURIGAO DEL NORTE STATE UNIVERSITY  
Bachelor of Science in Mathematics

NARCISO ST., SURIGAO CITY, PH  
2018-2022