

# JERIC TABBOGA

Shopify Developer · Front-End Designer · Virtual Assistant

[✉ tabbogajeric0811@gmail.com](mailto:tabbogajeric0811@gmail.com) | [☎ 0995 817 0445](tel:09958170445) | [📍 Santa Cruz, Ilocos Sur, Philippines](#)  
[📄 linkedin.com/in/jerictabboga](https://www.linkedin.com/in/jerictabboga) | [🌐 jericdev-portfolio.pages.dev](https://jericdev-portfolio.pages.dev)

## PROFESSIONAL PROFILE

Results-driven Shopify Developer and Front-End Designer with 4+ years of experience building high-converting e-commerce stores and responsive websites. Combines technical expertise in HTML/CSS/JS with strong business acumen to deliver measurable results for clients. Proven track record in virtual assistance, lead generation, and customer service excellence.

## CORE SKILLS & SERVICES

**Shopify Development & VA** · Theme customization, store setup, product listings, SEO optimization

**Front-End Design** · HTML, CSS, JavaScript — clean responsive websites from scratch

**Graphic Design** · Canva, social media graphics, banners, branded visual content

**Lead Generation & CRM** · HubSpot CRM, cold outreach, prospect research, data management

**Content & SEO Writing** · Blog writing, product descriptions, email campaigns

## SELECTED WORK / PORTFOLIO

**Allegedly Enlightened** · *Shopify Store* [allegedly-enlightened.com](https://allegedly-enlightened.com)

Built and customized a full Shopify store including theme development, product listings, and store optimization for conversions.

**Tamco Paint International** · *Shopify Store* [tamcopaint.com](https://tamcopaint.com)

Managed and optimized Shopify product listings, ensured SEO-friendly descriptions and accurate product data across the catalog.

**Khun Camp Website** · *Front-End Website* [khuncamp.com](https://khuncamp.com)

Developed a clean, responsive front-end website from scratch using HTML, CSS, and JavaScript.

## PROFESSIONAL EXPERIENCE

**Techtimes** | New York, NY

*November 2025 – January 2026*

**Lead Generation Specialist / Sales Advertising Associate**

- Researched and identified potential exhibitors and participants for tech events, generating 150+ qualified leads daily.
- Conducted targeted cold email outreach to prospects, initiating conversations and nurturing potential partnerships.
- Managed and maintained lead data in HubSpot CRM, ensuring accurate tracking and follow-up of all prospects.
- Collaborated with the marketing team to refine lead generation strategies and improve email response and conversion rates.

**Day Dreamer Outsourcing Solutions** | Kaspersky, WY

*November 2021 – October 2025*

**General Virtual Assistant / Shopify VA**

- Built, maintained, and optimized Shopify product listings ensuring accurate, engaging, and SEO-friendly content.
- Supported social media posts, email campaigns, and light content and design tasks using Canva.
- Uploaded and tracked leads accurately in HubSpot CRM, maintaining a clean and organized database for follow-ups.
- Handled email management, drafting, and follow-ups with clients and stakeholders.
- Managed calendars, scheduled meetings, and coordinated appointments.

**Convergys Baguio** | Baguio City

*November 2015 – May 2017*

**Customer Service Representative**

- Responded to general inquiries from members and clients through telephone calls and email, providing best-available solutions.
- Developed highly empathetic client relationships and earned reputation for delivering exceptional customer service.
- Provided accurate, valid, and complete information using the right methods and tools.
- Escalated calls appropriately and adhered to regulatory, security, and verification procedures.

**E D U C A T I O N**

---

**Bachelor of Science in Information Technology**

Bachelor's Degree · Graduate, 2022