

JOSHUA O. BUSA

Senior Web Developer & CRO Specialist

+ (63)9390421555 | busaoraisjoshua@gmail.com | joshuabusa.com | linkedin.com/in/joshua-busa/

Senior Web Developer & CRO Specialist with 6+ years of experience driving digital growth for premium brands. Skilled in WordPress, Shopify Plus, custom development, and advanced API integrations, with a proven record of improving conversions, lowering CPA, and increasing AOV through structured CRO programs. Experienced in building and optimizing high-converting landing pages, implementing advanced tracking (GA4, GTM, Meta Pixel), and collaborating with marketing and SEO teams to deliver measurable business outcomes. Adept at blending technical expertise with persuasive UX/UI design, ensuring fast, secure, and user-friendly digital experiences that scale.

TECHNICAL SKILLS

- **Web Development:** HTML, CSS, JavaScript, PHP, WordPress (DIVI, Elementor), Shopify, Go High Level, Webflow, SiteGround Management
- **Design & UX:** Adobe Creative Suite, Figma, Responsive Web Design, UI/UX Optimization
- **SEO & Analytics:** On-Page SEO, Technical SEO, Google Analytics, Google Search Console, SEMrush, Ahrefs, PageSpeed Optimization
- **Project & Workflow Management:** Agile, Git/GitHub, DNS & Hosting Management, API Integration.

WORK EXPERIENCE

Elevado Growth | Web Developer and Manager | 2023 - 2025

Key responsibilities:

- Design responsive websites with HTML, CSS, and JavaScript.
- Lead projects and manage teams to meet deadlines.
- Implement SEO best practices to boost website visibility.
- Create engaging blog posts.
- Build functional websites using WordPress, DIVI, Elementor, Go High Level, and more.
- Develop optimized e-commerce stores with Shopify and manage hosting services.

Freelance Web Developer (Part-Time) | 2019 - Present

Key responsibilities:

- Designed responsive websites with optimal user experience using HTML, CSS, and JavaScript.
- Managed projects, delivering high-quality web development within set timelines.
- Demonstrated effective communication through client updates and progress reports.

Freelance Graphic Designer (Part-Time) | 2019 - Present

Key responsibilities:

- Conceptualized and designed logos, banners, and promotional materials, enhancing brand identity and communication.
- Translated client requirements into impactful visuals using Adobe Creative Suite.

Doris Talents | Social Media Specialist | 2023 - 2024

Key responsibilities:

- Develop and implement tailored social media strategies for Redbox.
- Create engaging content across platforms like Facebook, Twitter, Instagram, and TikTok.
- Monitor channels, engage with the audience, and respond promptly.
- Collaborate with teams for consistent messaging and brand representation.

EDUCATION

Caraga State University | BS Information Technology | 2019-2023

- Graduated with Summa Cum Laude
- University Outstanding Student Award
- President - CSU Society of Information Technology Students
- Senator - CSU University Student Government

CERTIFICATIONS

- TOPCIT I Test of Practical Competency in IT – Level II
- Civil Service Eligible
- University of Colorado Boulder | Graphic Design
- Indian School of Business | IT Project Management
- Google | Foundations of User Experience (UX) Design