

Archie Ringconada

Website Builder & Manager · AI Automation Specialist

Also a Social Media Manager & Graphic Designer

Location Manila, Philippines Email archellringconada@gmail.com Phone +63 977 097 7547

LinkedIn [linkedin.com/in/archellringconadava](https://www.linkedin.com/in/archellringconadava) Website archellringconada.com

PROFILE

I create and manage websites, automate the work behind the scenes, and help businesses grow their online presence through social media, paid ads and design. I started in customer-facing roles, and today I work hands-on with real e-commerce client systems, fixing speed, stock accuracy and analytics problems with measurable results.

EXPERIENCE

Garden Nursery Products, Australia

Ongoing

Websites, E-commerce & AI Automation · Social Media

Day-to-day operations and technical projects for a family-run garden and lawn products retailer (~170 products, ships Australia-wide).

- Server slowdown:** traced a months-long slowdown to one plugin sending a pointless tracking ping on nearly every page view. Cart refresh request went from 534–586s to 1–1.3s, with no hosting upgrade.
- Mobile speed:** total blocking time 4,590ms → 360ms (–92%), performance score 30 → 49, JS execution 9.4s → 2.2s, page weight 9.4MB → 6.7MB. Full check that checkout, add-to-cart and analytics still worked.
- Stock sync automation:** built an automatic push from Airtable through Boost.space/Make to WooCommerce, and a back-in-stock waitlist with automatic discount codes. 29 products corrected on the first run, then 160/160 matching; every automated run has succeeded since launch.
- Trustworthy analytics:** found ~51% of sessions were overseas bots and rebuilt reporting around real Australian sessions and orders. Engagement corrected from 99.9% to 55.7% (64.6% for real Australian traffic).
- Website blog posting and content updates.

SkinMasterclass

2024 – Present

Marketing Manager & Accounts Relationship Manager

- Run social media strategy and content across LinkedIn, Facebook and Instagram.
- Campaign management, content creation and client relationship management for the brand's marketing and accounts.

Orange Branding

Marketing Specialist / Social Media Manager

- Contributed, as part of the team, to social media campaign management, content creation and brand marketing.
- Supported client brand work including cross-border e-commerce and B2B brand activation projects.

SKILLS

Websites & e-commerce

WordPress, WooCommerce, Elementor, HTML & CSS, Google Analytics (GA4), Search Console, Screaming Frog, Semrush

Automation & AI

Airtable, Boost.space / Make, GoHighLevel, ActiveCampaign, Claude Code and AI-assisted development. Currently building: n8n, Zapier, OpenAI/Claude APIs

Social media & ads

LinkedIn (Campaign Manager, Sales Navigator, Recruiter), Facebook Business Suite & Ads, Instagram, TikTok. Working knowledge of Meta Ads Manager and Google Ads

Design & content

Canva, Adobe Illustrator, Adobe Photoshop, CapCut, Shotcut, Filmora, copywriting, video and reel editing, newsletters & email marketing

Tools & productivity

Google Workspace, Microsoft Office, Notion, Asana, Monday.com, Slack, Zoom, Microsoft Teams

LINKEDIN ADS RESULTS

\$36K+ managed ad spend across full-funnel campaigns (awareness → consideration → conversion).

524K+

impressions

205K+

video views

9.4K

clicks @ \$1.99 CPC

8.1K

website visits

56

leads generated