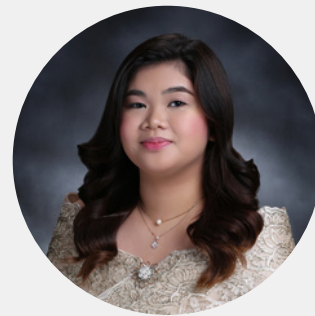


GABRIELLE CANLAS



📞 09055971841

✉️ gabrielle.d.canlas@gmail.com

📍 San Fernando, Pampanga

🌐 www.linkedin.com/in/gabrielle-canlas

Portfolio link: <https://gabriellecanlas.com/>

SKILLS

- WordPress
- Elementor
- PowerAutomate
- MySQL
- HTML
- CSS
- Google Business Profile
- JavaScript
- Website Security
- SEO
- Google Analytics
- Google Search Console
- Canva

EDUCATION

LYCEUM OF THE PHILIPPINES UNIVERSITY

Master in Information Technology
2025-Present

UNIVERSITY OF SANTO TOMAS

BS in Information Technology
2019 - 2023

INFORMATION TECHNOLOGY PASSPORT Certification

Philippine National I.T. Standards (PhilNITS) Foundation

PROFILE

Results-oriented Information Technology professional and current Master in IT candidate. Proven experience managing large-scale enterprise web infrastructure, consistently driving high traffic—averaging 100k+ monthly pageviews and 40k–60k active users. Skilled in technical troubleshooting, workflow optimization, and implementing robust security protocols to ensure platform reliability.

EXPERIENCE

WEBMASTER

Lyceum of the Philippines University Manila

<https://manila.lpu.edu.ph/>

<https://lpu.edu.ph/>

April 2024 - May 2026

- **Website Administration:** Manage end-to-end WordPress maintenance, including core updates, hosting environment optimization, DNS management, and plugin synchronization to ensure 99.9% site uptime.
- **Security & Risk Management:** Implement security hardening protocols via **Wordfence** to monitor logs, prevent vulnerabilities, and ensure site integrity.
- **Search Engine Optimization:** Drive organic visibility and site growth by leveraging SEO best practices and data insights from **Google Analytics** and **Google Search Console** to sustain 100k+ monthly pageviews and 40k–60k monthly users.
- **Performance Analytics:** Monitor **Core Web Vitals** and user behavior, delivering comprehensive monthly data reports to leadership using **Google Analytics**.
- **Collaboration:** Work closely with the **Marketing Department**, **College Deans**, and **Department Heads** to translate institutional goals into effective web updates and digital strategies.
- **Technical Support:** Troubleshoot site-wide issues and fix bugs promptly to maintain a seamless user experience for students, faculty, and stakeholders.
- **Microsoft 365 Administration:** I handled day-to-day user setup, assigning licenses, configuring MFA, troubleshooting M365 app issues, managing security groups, and developing and handling SharePoint sites.

- **Workflow Automation** (Power Automate & Integration Tools): Built automated workflows to save time, including an automated system that sends login credentials directly to enrolled students.
- **Documentation, SOPs & Guides:** Created internal websites for our ICT team and wrote step-by-step user guides and SOPs for managing WordPress and SharePoint sites so non-technical staff can follow along easily.

FREELANCE

<https://prayinghandskiddiecenter.com/>

<https://canlasmedicalclinic.com/>

June 2026- August 2026

- **End-to-End Website Development:** Design, build, and deploy responsive, mobile-first WordPress websites using Elementor, configuring custom layouts, themes, and navigation suited to client needs.
- **Hosting & Domain Setup:** Configure and manage web hosting environments, domain registration, DNS records, and email routing to guarantee reliable uptime and seamless launches.
- **Search Engine Optimization (SEO):** Implement technical and on-page SEO best practices—optimizing meta tags, site structure, and page load speed to improve local discoverability and organic search rankings.
- **Performance & Traffic Analytics:** Track and analyze monthly site performance and traffic trends using Google Analytics (GA4) and Google Search Console to identify growth opportunities.
- **Local Online Presence:** Set up and optimize Google Business Profiles (including business details, maps integration, and verification) to drive local search visibility and client inquiries.
- **Maintenance & Support:** WordPress core, plugin, and theme updates, database backups, and prompt troubleshooting to maintain site security and stability.