

# MARK ALFREY SEGOVIA

## Full Stack API Developer

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### SUMMARY

Full Stack Developer with 3+ years of experience building and maintaining web applications, RESTful APIs, and system integrations. Skilled in PHP, JavaScript/TypeScript, React, Node.js, and MySQL/MS-SQL, with a strong focus on clean, scalable code and secure integrations. Proactive and detail-oriented, with experience translating business requirements into reliable production-ready solutions.

### CORE SKILLS

- Next.js, React, React Native, TypeScript,
- HTML, CSS, JavaScript, JQuery
- Node.js, Express, PHP, Java,
- Tailwind, MaterialUI, Bootstrap
- Webflow, WordPress, Shopify,
- Checkoutchamp, Woocommerce, Clickfunnel
- MySQL, MongoDB, PostgreSQL;
- Azure Data Factory, Azure DevOps
- Stripe, Looker Studio, ServiceM8, Twilio, OpenAI, Sentry, Cloudflare, Mapbox, Maropost, App Script, Web3, Zapier, n8n, Maropost Journey, GoHighLevel, SEO
- Git/GitHub, Vercel, cPanel/WHM,
- Figma, Adobe XD, Canva, Photoshop
- Google Cloud Console, Google Ads, GA4/GTM
- ORM: Prisma, Redis, Vercel Storage

### EXPERIENCE

#### ASAP Roadworthy - Web Developer

May 2025 - Dec 2025

Full-time - Remote

- Maintained WordPress sites (bug fixes, responsive marketing/eCommerce pages) and improved Core Web Vitals.
- Built Next.js apps for workflow automation (Google Business media uploads, online bookings) with Stripe + GA4 tracking.
- Developed ServiceM8 automations to sync data, manage bookings, and streamline client communication.
- Created Looker Studio dashboards combining Google Ads, GA, Google Business, and 3CX data for centralized reporting.
- Built an AI receptionist (Next.js, Twilio, OpenAI, LangChain) for call handling, lead capture, and job scheduling.

#### Boost Lab - Project Manager

Jun 2025 - Aug 2025

Project-based - Remote

- Managed Shopify, hosting, Stripe payments, and SEO deliverables; coordinated stack decisions and release timelines.
- Led UI/UX reviews and provided design assets/feedback to improve engagement and conversions.
- Implemented Meta purchase conversion tracking and supported performance optimization.

#### Rodeo Money - Software Engineer

Mar 2025 - Jun 2025

Part-time - Remote

- Designed and optimized Node.js backend workflows using CRON jobs; improved reliability with Sentry monitoring and alerting.
- Implemented a referral system and automated internal workflows using the OpenAI API.
- Integrated NextAuth.js for secure authentication and resolved Canva API integration issues.
- Wrote unit and integration tests to prevent regressions and support safer releases.

## **Level9Virtual - Web Developer / Automation Specialist**

**Feb 2025 - Jun 2025**

Part-time - Remote

- Developed GoHighLevel automations for lead capture, surveys, landing pages, and client workflow routing.
- Built and customized WordPress sites using PHP and JavaScript; troubleshoot production issues to maintain uptime.
- Integrated Meta Ads tracking with ThriveCart and connected platforms via APIs for improved attribution and reporting.

## **HiveFarms - Web3 Developer**

**Jul 2024 - Jan 2025**

Part-time - Remote

- Developed an NFT character showcase platform and token launch website; delivered responsive UI and hosting support.
- Built Solana transaction flows and Node.js/Express APIs; configured Cloudflare security/CDN for reliability and performance.

## **Exercises For Injuries - Web Developer**

**Aug 2023 - Oct 2025**

Full-time - Remote

- Developed high-converting funnel pages and upsell flows (ClickFunnels, CheckoutChamp) to improve revenue and conversion rates.
- Built websites and custom features using WordPress, HTML/CSS, JavaScript, and PHP; ensured responsive UX across devices.
- Created REST APIs (Node.js/Express) and managed MySQL/MongoDB databases; implemented SEO and analytics (Google Analytics).
- Automated marketing workflows with Zapier and Maropost; integrated CRM and payment platforms via APIs for data synchronization.
- Maintained servers via cPanel/WHM and performed regular performance audits to keep pages fast and stable.

## **Herms Finance – Full Stack Web Developer**

**Feb 2023 - Jul 2023**

Project-based - Remote

- Built a lending management system using React.js and Material UI.
- Developed backend services with Node.js and Express.js (REST APIs).
- Designed and maintained MySQL database tables and queries.
- Added automated testing to improve stability and reduce bugs.
- Supported deployment and ongoing maintenance, including troubleshooting and updates.

## **Freelance - Web Developer**

**Jun 2022 - Jul 2023**

Project-based - Remote

- Delivered responsive frontends (React/HTML/CSS/JS) and secure backends (Node.js/Express/PHP) for client projects.
- Designed layouts/prototypes in Figma and deployed apps on Vercel/Render/Heroku with MySQL/MongoDB databases.
- Improved page speed and SEO using PageSpeed insights and technical best practices.

## **EDUCATION**

Bachelor of Science in Information Technology - Mindanao State University at Naawan