

Jonadene Badar

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PROFESSIONAL SUMMARY

Results-driven Web Developer and CRM & Workflow Automation Specialist with 9+ years of experience in HubSpot CMS, WordPress, and marketing automation. Expertise in HTML5, CSS3, JavaScript, PHP, and HubL, with working knowledge of ReactJS and NodeJS. Proven track record in custom theme development, API integrations, CRM automation, workflow optimization, and dynamic content implementation. Skilled in both front-end and back-end development, delivering scalable, high-performance web solutions in fast-paced, collaborative environments.

CORE SKILLS

Frontend Development:

HTML5, CSS3, JavaScript, jQuery, React.js (Basic)

Backend Development:

PHP, Java, C

CMS & CRM Platforms:

HubSpot CMS (Themes, Modules, Workflows, Automation), WordPress

Frameworks:

Laravel

Database Management:

MySQL, IBM DB2

Version Control & Collaboration:

Git, GitHub

Tools & Design:

Figma, Sketch, Adobe Photoshop, Adobe Illustrator

Other Tools:

Microsoft Office Suite (Excel, Word, PowerPoint, Visio)

PROFESSIONAL EXPERIENCE

Senior HubSpot Developer

HubSnacks | September 2020 – June 2025

- Developed and maintained custom HubSpot CMS themes, templates, and modules using HTML5, CSS3, JavaScript, and HubL
- Implemented CRM automation workflows, improving lead management and marketing processes
- Built dynamic content solutions and personalization strategies to enhance user engagement
- Integrated third-party APIs to extend CMS functionality
- Optimized website performance, scalability, and responsiveness

Web Developer

BFJ Digital | July 2025 – January 2026

- Created and customized HubSpot and WordPress themes
- Fixed bugs and enhanced existing modules and components
- Improved website performance and UI/UX functionality

Web Developer

Salted Stone | November 2017 – September 2020

- Developed and maintained HubSpot and WordPress websites
- Customized templates, modules, and themes
- Collaborated with designers and marketers to deliver client-focused digital solutions

Web Developer

BCHELP | July 2016 – November 2017

- Maintained and supported websites built on Adobe Business Catalyst
- Developed custom features using Liquid, JavaScript, jQuery, HTML5, and CSS3
- Performed bug fixes, performance optimization, and module updates

Web Developer Intern

Onomatopoeia | December 2014 – March 2015

- Built websites from scratch using PHP and Laravel Framework
- Assisted in backend development and database integration

EDUCATION

Bachelor of Science in Information Technology

University of San Jose – Recoletos

Specialization in Web Development | June 2012 – March 2016

Bachelor of Science in Information Technology

AMA Computer Learning Center (ALC)

Basic Programming | June 2011 – March 2012

CERTIFICATIONS & ACHIEVEMENTS

- [HubSpot CMS for Developers II: Best Practices](#) (2026)
 - [Integrating With HubSpot I: Foundations Certified](#) (2026 – 2027)
 - [HubSpot Content Hub Software Certified](#) (2026 – 2027)
 - [Inbound Certified](#) (2026 – 2028)
 - **Certified HubSpot Developer** (2021 – 2024)
 - **Civil Service Passer** (2024)
 - **Philippine IT General Certification Examination** (2015)
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SEMINARS & TRAINING

- Free and Open Source Software Symposium
 - FPT Academic Linkage Program
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ADDITIONAL INFORMATION

- Filipino Citizen
- **Born:** January 5, 1995
- **Languages:** English, Filipino
- **Availability:** Open to full-time, remote, and freelance opportunities
- **Work Style:** Detail-oriented, self-motivated, and able to work independently or in agile team environments