



LEON RAÑON

CONTACT

Cavite, Philippines
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leonrañon.com
github.com/JLeonR24
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TECH

Website Platforms

WordPress · Shopify · WooCommerce
· Webflow · Elementor ·
GenerateBlocks

Marketing

Salesforce · Mailchimp · Kartra ·
GiveLively

Analytics

GA4 · GTM · Meta Ads · Google Ads

AI Automation

N8N · OpenAI · ChatGPT · APIs &
Webhooks

Infrastructure

Hosting · DNS · SSL ·
Website Migrations

EDUC & CERT

BS Electronics & Communications Engineering

De La Salle University – Dasmariñas

Licensed Electronics Engineer

Philippines

Professional Development

Complete JavaScript Course
Web Development Bootcamp
Ongoing AI & Automation
Training

AWARDS

Outstanding Engineer of the Year

Power Mac Center

Electronics Engineer Licensure Examination

Philippines

LICENSED ELECTRONICS ENGINEER (ECE) WEB & MARKETING OPERATIONS PARTNER SENIOR WEB DEVELOPER | TECHNICAL CONSULTANT

Web & Marketing Operations Partner with 10+ years of experience helping organizations build, manage, automate, and optimize their digital systems.

Experienced in website development, ecommerce operations, CRM integrations, analytics, AI automation, technical consulting, and long-term support for nonprofits, agencies, and growing businesses.

PROFESSIONAL EXPERIENCE

Passion Inc. (2022 - Present)

Senior Web Developer / IT Consultant

- Support multiple brands by managing websites, ecommerce operations, marketing systems, analytics, and technical infrastructure.

Key Responsibilities

- Develop and maintain WordPress, Shopify and Webflow websites
- Develop AI-powered automations using N8N, OpenAI, ChatGPT, APIs, and webhooks.
- Manage ecommerce operations and website performance optimization
- Implement GA4, Google Tag Manager, conversion tracking, and analytics reporting
- Configure CRM integrations and marketing automation workflows
- Manage hosting, DNS, SSL certificates, and website migrations
- Provide ongoing technical consulting and troubleshooting across multiple business units

Collaborate with marketing teams to improve digital operations and customer experience

Web & Marketing Operations Partner (2022 - Present)

- Partner with businesses, nonprofits, and ecommerce brands to build, manage, and optimize digital systems that support growth.

Services Delivered

- Website development and redesign projects
- Website migrations and platform transitions
- CRM and marketing system integrations
- Analytics implementation and reporting



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PROFESSIONAL EXPERIENCE

Services Delivered

- AI workflow development and automation
- Ecommerce support and optimization
- Long-term website management and technical consulting

Selected Projects

Unite to Light

- Led migration from Flipcause to a scalable ecosystem using WordPress, GiveLively, Salesforce, Mailchimp, and Square
- Improved flexibility and reduced platform limitations while supporting future fundraising initiatives

NightWorks Productions

- Built complete digital growth infrastructure including website development, analytics, conversion tracking, and lead generation systems
- Implemented Meta Ads tracking and reporting workflows

Brilliant Co

- Provide ongoing website management, performance optimization, infrastructure support, and technical consulting
- Support ecommerce operations and marketing initiatives

LiveGlam

Customer Happiness Associate

- Provided customer support for a large ecommerce customer base while developing communication, problem-solving, and operational support skills.

USANA Health Sciences

Leadership Development

- Developed leadership, coaching, communication, and business development skills while supporting team growth initiatives.

Vision Tech Team

Front-End Developer

- Built responsive websites and developed foundational web development skills that launched a long-term career in digital technology.

