



GREG IAN FLORES

Technical Operations | Digital Project Management | Website Operations
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Philippines (Remote)

PROFESSIONAL SUMMARY

Technical Operations and Digital Project Management professional with 9+ years of experience in website development, digital agency operations, project coordination, and digital solutions delivery. Experienced in leading website projects, managing client support operations, coordinating cross-functional teams, and improving business processes within fast-paced digital agencies.

Hands-on expertise in WordPress, Google Workspace Administration, Cloudflare, GA4, GTM, Trello, ClickUp, QA, and digital operations. Passionate about building scalable systems, developing SOPs, optimizing workflows, and helping teams deliver projects efficiently while maintaining exceptional client experiences.

CAREER HIGHLIGHTS

- Coordinated delivery of 5–10 website projects per month, from planning through successful launch.
- Managed operational support for 20–35 active client accounts within a fast-paced Australian digital agency.
- Developed and implemented SOPs and workflow improvements to enhance delivery consistency and efficiency.
- Designed and implemented an Operations Control Center to improve task visibility, accountability, and reporting.
- Coordinated cross-functional teams across development, design, content team, and technical support.
- Managed WordPress, Google Workspace, Cloudflare, DNS, QA, website launches, and GEO initiatives.

PROFESSIONAL EXPERIENCE

Technical Operations & Project Coordinator October 2025 - June 2026
Brilliant Digital (Australia – Remote)

- Managed 20–30 active client accounts, including website retainers, technical support requests, and new website builds.
- Coordinated delivery of 30+ website projects, ensuring timely execution and high-quality outcomes.
- Triaged and prioritised 15+ technical support requests per week across multiple client accounts.
- Coordinated cross-functional teams across development, design, content team, and data entry.
- Developed SOPs, operational workflows, and process improvements to increase delivery efficiency and team consistency.
- Managed WordPress, Google Workspace Administration, Cloudflare, DNS, QA, and website launches.
- Coordinated GEO initiatives to support AI search readiness across client websites.

Growth Specialist (Google Ads & Performance Marketing) October 2025 - December 2025
Part-time / Contract
JRR Marketing (Australia – Remote)

- Managed Google Ads campaigns across Australian client accounts, supporting lead generation and campaign performance.
- Conducted keyword research, search term analysis, bid optimisation, and audience targeting to improve campaign efficiency.
- Managed GA4, GTM, conversion tracking, campaign reporting, and performance optimisation recommendations.
- Monitored budgets, lead quality, and key performance metrics to support data-driven campaign improvements.

Digital Project Manager

April 2024 - September 2025

Fourth Wave Digital (Australia – Remote)

- Coordinated website retainers and new website projects from planning through delivery.
- Managed project workflows, task assignments, and progress tracking using ClickUp.
- Collaborated with developers, SEO specialists, and stakeholders to ensure projects were delivered on time and within scope.
- Managed WordPress website updates, Quality Assurance (QA), and website performance improvements.
- Maintained clear client communication and provided regular project updates throughout the delivery lifecycle.

Front-End Developer

January 2021 - March 2023

Crescendo Collective (US – Remote)

- Developed and maintained responsive websites with a strong focus on performance, usability, and accessibility.
- Converted Figma, Adobe XD, and PSD designs into responsive, production-ready web pages.
- Built custom website components using Magnolia CMS and managed ongoing content updates.
- Mentored junior developers and contributed to improving development standards and team capability.

Web Developer

May 2018 - December 2020

GuavaTek (Philippines – Remote)

- Managed domain, hosting, SSL, and server configurations across multiple websites.
- Developed responsive websites and eCommerce solutions using modern web technologies.
- Performed website maintenance, performance optimization, and technical troubleshooting.
- Mentored junior developers and supported knowledge sharing within the development team.

Web Developer

April 2017 - May 2018

National Strategic Group & Click4Corp (US – Remote)

- Developed and maintained custom WordPress websites using HTML, CSS, JavaScript, and PHP.
- Converted PSD designs into responsive WordPress themes and optimized websites for performance.
- Created website content, graphics, and multimedia assets to support digital marketing campaigns.

TECHNICAL SKILLS

Operations & PM: Technical Operations, Digital Project Management, Website Operations, SOPs, Process Improvement, ClickUp, Trello, MarkUp.io

Web & CMS: WordPress, Elementor, Divi, WooCommerce, Magnolia CMS, HTML, CSS, JavaScript, Responsive Design

Cloud & Infrastructure: Google Workspace, Cloudflare, DNS Management, Domain Management, SSL Configuration

Marketing & Analytics: GA4, GTM, Google Ads, SEO, GEO, Mailchimp, GoHighLevel, Jotform

Design: Figma, Canva, Photoshop

EDUCATION

Bachelor of Science in Information Technology

Adamson University