

Irvin Rolf M. Parcon

WordPress Web Developer
+ Graphics Designer
+ Social Media Manager
+ General Virtual Assistant

Contact Me

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https://irvinparcon.com
Batangas City, Philippines

Education

1999-2004
Bachelor of Science in Computer Science
Divine Word College of Calapan
Calapan City, Or. Mindoro
Philippines

1995-1999
Secondary School
Divine Word College of Calapan
Calapan City, Or. Mindoro
Philippines

My Website Portfolio

www.irvinparcon.com

About Me

I'm a highly experienced WordPress Web Developer, Social Media Manager, and Graphics Designer with over 13 years of industry experience. I'm passionate about helping businesses and individuals achieve their online goals by creating beautiful, functional, and user-friendly websites, managing their social media presence, and designing eye-catching graphics. I create seamless online experiences that engage users. Dedicated to innovation, I thrive on transforming ideas into compelling digital realities.

Core Skills

- WordPress (Elementor, Divi, WPBakery)
- SEO (On-page, Off-page, Google Analytics)
- HTML, CSS, Javascript
- Graphic Design (Photoshop, Canva)
- Video Editing (Capcut, Adobe Premiere Pro)
- E-commerce (WooCommerce, Shopify)
- CRM Tools
- Social Media Management
- VPS Management

Language Skill

- English
- Filipino

Experience:

Upwork

Freelance Web Developer (Per Project)

Oct. 2012 - Present

- Worked with clients across the U.S., Australia, and Europe in various industries including real estate, healthcare, e-commerce, and faith-based organizations
- Completed projects as a General Virtual Assistant, handling admin tasks, email support, content uploads, and client coordination
- Delivered high-quality graphic design work using tools like Photoshop and Canva for social media, banners, branding, and marketing materials
- Specialized in WordPress Web Development, which makes up the majority of my Upwork projects—building custom websites, landing pages, and full redesigns using Elementor, WPBakery, and Divi
- Experienced in SEO optimization, website maintenance, plugin setup, speed improvements, and mobile responsiveness
- Skilled in working independently, managing timelines, and maintaining clear communication with long-term and short-term clients
- Maintained a strong record of client satisfaction, repeat business, and 5-star feedback across hundreds of completed hours

Studio Benna Productions

Web Developer / Virtual Private Server Web Master

Aug. 15, 2022 – Present

- Designed, developed, and maintained over 50 websites hosted on a VPS, including: studiobenna.com, highdesertcatholic.org, olsparish.com, snowsnv.org, bennamountainluxury.com, and more
- Managed VPS hosting environment, ensuring performance, uptime, and security for all websites
- Created social media content, designed marketing materials (banners/flyers), and maintained brand visuals
- Handled SEO (on-page/off-page), business listings (Google My Business, Bing Places, Google Maps), and monthly analytics reporting
- Tools Used: WordPress, Elementor, WooCommerce, Photoshop, Canva, Google My Business, Google Analytics, Social Media Platforms

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Experience:

Paris Realty Group & SAAREB

Web Developer & Digital Marketing Support

July. 21, 2022 – Jan. 5, 2025

- Designed and developed multiple WordPress websites including parisrealtygrouptx.com and staging platforms
- Created marketing materials such as banners, flyers, and graphics using Photoshop and Canva
- Set up and managed social media pages (Facebook, Instagram, Twitter, LinkedIn) including regular content creation
- Handled on-page and off-page SEO, Google Analytics reporting, and business listings on Google My Business, Bing Places, and Google Maps
- Tools Used: WordPress, Elementor, Photoshop, Canva, Google Analytics, Google My Business, Bing Places, Social Media Platforms

Ocean Area Living

Wordpress Web Developer and SEO

Jan. 20, 2022 – Nov 3, 2026

- Designed and developed the company website: oceanarealiving.com
- Created social media pages and designed promotional materials like banners and flyers
- Managed on-page/off-page SEO, Google Analytics reporting, and business listings on Google My Business, Bing Places, and Google Maps
- Tools Used: WordPress, Photoshop, Canva, Google My Business, Bing Places, Google Analytics, Social Media Platforms

Hollisbloom

Wordpress Web Developer and SEO

Sep 28, 2021 - Jul 24, 2024

- Designed and managed multiple websites including hollisbloom.com, tributrust.com, pinejam.com, sonterrastudio.com, and prisonchapels.org
- Created graphics, banners, and social media content across platforms
- Handled full SEO strategy (on-page/off-page), business listings, and monthly analytics reporting
- Tools Used: WordPress, Photoshop, Canva, Google My Business, Google Analytics, Bing Places, Social Media Platforms

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Experience:

CryptoCasey

General VA, WordPress & Podcast Manager

Aug. 26, 2020 – July 12, 2022

- Managed the WordPress site and uploaded new content, pages, and updates
- Edited YouTube videos, podcast audio, and thumbnails using Adobe tools
- Transcribed video and podcast content, moderated YouTube comments, and removed spam
- Handled Buzzsprout podcast uploads and prepared monthly invoices
- Tools Used: WordPress, YouTube Studio, Buzzsprout, Adobe Premiere Pro, Photoshop, Audition

Lakestreet Property Management

Wordpress Web Developer and SEO

June. 10, 2021 – Nov 25, 2021

- Designed and managed websites: lakestreetpm.com and mccallenandsons.lakestreetpm.com
- Created social media content, banners, and marketing materials
- Handled SEO, business listings, and Google Analytics reporting
- Tools Used: WordPress, Photoshop, Canva, Google My Business, Bing Places, Google Analytics, Social Media Platforms

One Stop Construction, Inc.

Wordpress Web Developer and SEO

Dec. 10, 2020 – Oct 15, 2024

- Designed and developed websites for multiple businesses including:
- onestopconstruction.com, onestop-handyman.com, velawindowsanddoors.com, and woofnwag.com
- Created marketing graphics, social media pages, and content
- Managed SEO efforts, business listings, and performance tracking via Google Analytics
- Tools Used: WordPress, Photoshop, Canva, Google My Business, Bing Places, Google Analytics, Social Media Platforms

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Experience:

EWR Digital

Wordpress Designer And SEO Assistant

Sep. 1, 2019 – Jan. 1, 2021

- Built and updated landing pages and blog content across various WordPress builders (Elementor, Divi, WPBakery, etc.)
- Performed on-page SEO including alt text, internal linking, meta tags, and plugin optimization
- Handled plugin setup, troubleshooting, and page enhancements
- Created graphics and repurposed blog content for social media using Canva, Photoshop, and Hootsuite
- Syndicated podcast content for clients across platforms like Buzzsprout, Soundcloud, and Captivate
- Tools Used: WordPress, Elementor, Divi, WPBakery, Yoast SEO, Hootsuite, Canva, Photoshop, Buzzsprout, Soundcloud, SEO Minion

Belfield Music

Web Dev and Chat Support

Nov 12, 2019 – Mar. 14, 2024

- Provided customer support via chat and managed product listings across Magento, eBay, and Shopify
- Edited and optimized product images using Photoshop; wrote product descriptions and specs
- Prepared reports and managed inventory updates using Google Sheets and other tools
- Tools Used: Adobe Photoshop, Magento, eBay, Shopify, Google Sheets, Freshdesk, RetailExpress, Skype

Setups For Gaming

Social Media and Marketing Manager:

Nov 11, 2019 – Jan. 31, 2020

- Conduct content outreach and article research.
- Design graphics, edit photos, and create videos for Instagram.
- Drive community engagement and grow the target audience.
- Create and publish original content with organic hashtags.
- Promote traffic and build organic followers through community engagement.
- Client prospecting and email marketing.
- Tools Used:
- Slack, Zoom, Pipedrive, Later, Apphi, Adobe Premiere Pro, Adobe Photoshop, Canva, Social Media Platforms, Gsuite.

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Experience:

MCS VA Management Services

Appointment Setter / Virtual Assistant

March 11, 2019 – Sept. 13, 2019

- Cold call potential property sellers (Circle Prospecting).
- Schedule, reschedule, and cancel appointments.
- Qualify lead generation and perform skip tracing.
- Collect customer details (name, address, payment method) and record orders.
- Ensure multi-user access to calendars and schedules.
- Tools Used:
- Mojo, Podio, Callrail, KW Command, REIRail, Realeflow, Hangouts, Landvoice, Truepeoplesearch, Slack, Skype, Zoom, Google Sheets, Docs, Slides, Forms, Calendar, Microsoft Office, Gmail.

Mazee Community Management

ICO Community Manager and Growth Hacker:

May 2, 2018 – Jan 2019

ICO Projects Handled:

- Community Manager:
  - Cryptosouk.io
  - Tempow.io
- Growth Hacker:
  - Open Token Platform
  - Swiss Alps Mining
  - IronX.io

Responsibilities as Community Manager:

- Engage and build connections on Telegram, Reddit, Bitcointalk, email, and social media.
- Greet new members and answer questions.
- Establish company presence, transparency, and trust for successful ICOs.
- Share marketing, promotional updates, and technical support.
- Moderate channels, ensuring a spam-free, safe community.

Responsibilities as Growth Hacker:

- Create multiple valid accounts on platforms like Telegram, Reddit, and Bitcointalk for engagement.
- Foster quality conversations and interactions to promote the ICO project.
- Drive marketing campaigns, traffic to landing pages, and optimize keywords.
- Create compelling content and identify growth opportunities.
- Tools Used:
- Telegram, Reddit, Bitcointalk, Slack, Skype, Zoom, Google Sheets, Docs, Slides, Forms, Calendar, Microsoft Office, Gmail.

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Experience:

K.im Platform

ICO Community Manager

April 19, 2018 - Oct. 25, 2018

- Engage and build connections on Telegram, Reddit, Bitcointalk, email, and social media.
- Greet new members, answer questions, and provide necessary project updates.
- Establish the company's presence and trust for a successful ICO.
- Offer technical support and moderate channels to ensure a spam-free community.
- Tools Used:
- Telegram, Reddit, Bitcointalk, Social Media, Slack, Skype, Zoom, Google Sheets, Docs, Slides, Forms, Calendar, Microsoft Office, Gmail.

Super One Tours

General Virtual Assistant / Web Developer

June 30, 2013 – Apr 05, 2017

- Handle customer inquiries about flights via phone, chat, and email.
- Provide flight details, confirmations, seat assignments, meal requests, and assistance.
- Use Sabre Red Workspace GDS System.
- Manage multimedia platforms, marketing, and Facebook Ads.
- Prepare sales reports and office documents.
- Design graphics for flyers, cards, and ads.
- Develop and maintain the company website using WordPress.
- Tools Used:
- Sabre Red Workspace GDS, Ringcentral, Social Media, Yahoo Messenger, Skype, Google Sheets, Docs, Slides, Forms, Calendar, Microsoft Office, Gmail, Photoshop, AVS Video Editor, WordPress, E-mail Blaster, Zoho CRM.

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Experience:

West Contact Services

Technical Support Representative / On-Site

Feb 27, 2013 – May 29, 2013

- Provide technical support and troubleshoot customer inquiries via phone, apps, and correspondence.
- Maintain the technical support webpage and research solutions.
- Assist with cable, internet, and telephone issues, including software configurations.
- Pitch premium services and subscriptions for telephone, internet, and cable TV.

Teletech Philippines

Billing Customer Service Representative / On-Site

Feb. 6, 2012 – Sept. 27, 2012

- Provide program information and assist with customer inquiries, account status, and complaints via phone, in person, or in writing.
- Process applications, payments, adjustments, refunds, and returned checks for mobile, telephone, and internet bills.
- Open and close accounts, issue receipts, and post payments.
- Research and resolve billing issues, and maintain files and records.
- Prepare account summaries, reports, and complete special projects assigned by the supervisor.

Advanced Contact Solutions

Technical Support Representative / On-Site

March 15, 2010 – Jan 26, 2012

- Provide consistent technical support and research solutions.
- Maintain and publish the technical support webpage.
- Address customer inquiries via phone, apps, and correspondence.
- Assist with DSL connectivity issues and software configurations, including Microsoft Outlook.

Teleperformance Philippines

Technical Support Representative / On-Site

April 24, 2006 – January 5, 2007

- Provide technical support and research solutions.
- Maintain the technical support webpage.
- Address customer inquiries via phone, apps, and correspondence.
- Assist with DSL connectivity and software configurations, including Microsoft Outlook.

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