ERICKSON VILLETA

Digital Technology & Operations Executive | Founder | Full-Stack Web, E-Commerce & Learning Solutions

Clark Freeport Zone, Philippines | +1 480 493 3943 (WhatsApp) | ericksonvilleta@gmail.com
Portfolio: behance.net/ericksonvilleta1 | bit.ly/2Ul9MPl | ericksonvilleta.com

EXECUTIVE SUMMARY

Technology and operations executive with more than 30 years building digital products, leading cross-functional teams and owning client delivery for organizations in the United States, Canada, Australia and the Philippines. Founder of a web development studio serving clients since 2012, with hands-on WordPress experience since 2003, Shopify since 2007 and WooCommerce since 2011.

Leadership record spans Assistant Vice President for Operations on the Bell Canada account at iQor, head of Human Resources and Compliance for a 300-plus employee corporate group, and program management of accredited e-learning for Australian Registered Training Organisations. Certified Project Management Professional, Scrum Master and Six Sigma Black Belt with a Juris Doctor, combining engineering depth with commercial, legal and people leadership.

CORE COMPETENCIES

Digital Strategy & Transformation
E-Commerce (Shopify, WooCommerce)
Operations & Service Delivery Leadership
Client & Stakeholder Management
SEO, SEM & Performance Marketing
HR, Labor Relations & Compliance
Full-Stack Web & Mobile Development
Program & Project Management (PMP, Agile, Scrum)
Team Leadership & Talent Development
Instructional Design & LMS (Moodle, SCORM)
Business Process Automation & AI Workflows
Lean Six Sigma & Process Improvement

TECHNICAL SKILLS

Languages: PHP, JavaScript, TypeScript, Python, Java, Go, C, C++, SQL, NoSQL

Frameworks: Laravel, CodeIgniter, React, Vue.js, Angular, Next.js, Nuxt.js, Django, Ruby on Rails, Express, NestJS, Three.js

CMS & E-Commerce: WordPress, WooCommerce, Shopify, PrestaShop, Adobe Experience Manager, Contentful, Webflow, Framer, Wix, Squarespace, Drupal, Joomla

SaaS & Mobile: Full-cycle SaaS product development; cross-platform and native mobile applications

Design & Prototyping: Figma, Adobe XD; responsive, accessible UX/UI for web and mobile

Learning Technology: Moodle administration and development, Articulate Storyline and Studio, Adobe Captivate, SCORM publishing, LMS integration

Marketing & Analytics: SEO, SEM, Google Analytics 4, Google Ads, Google Ad Manager, funnel design (HighLevel, Kartra)

Automation & AI: n8n, Zapier, Make.com, Airtable, Notion, Cursor, Delphi, Descript, ElevenLabs

DevOps & Infrastructure: Git, Docker, CI/CD pipelines, cloud infrastructure, cPanel and WHM, LiteSpeed

Multimedia: 2D/3D animation, 3D sculpting and rigging (Blender, Daz3D, iClone), graphic design, video editing (DaVinci Resolve), transcription and closed captioning

PROFESSIONAL EXPERIENCE

Founder & Principal Consultant **Feb 2012 – Present**

I Build Awesome Website | Tempe, Arizona, USA (Remote)

- Founded and lead a creative studio delivering rapid, high-quality web development for clients across multiple industries and platforms.
- Architect and deliver custom builds on WordPress, Shopify, PrestaShop, Laravel, Drupal, Joomla and Wix, from discovery and prototyping through launch and ongoing optimization.
- Provide end-to-end digital services including UX/UI design, e-commerce, SEO and SEM, funnel development and business process automation.

Independent Digital Solutions Consultant **Jul 2012 – Jan 2020**

OnlineJobs.ph, Upwork and Elance-oDesk | Clark Freeport Zone, Philippines (Remote)

- Delivered end-to-end digital solutions to international clients across project management, web and mobile development, SEO and digital marketing, and YouTube channel management.
- Produced graphics, video, 2D and 3D animation (Blender, Daz3D, iClone), transcription and subtitling for marketing and training content.
- Designed e-learning using Articulate Storyline and Studio and Adobe Captivate, and administered Moodle learning management systems.
- Reverse engineering using decompilers and debuggers to subvert DRM systems.

Team Manager **Mar 2017 – May 2018**

Clark Outsourcing and Lead Hustler | Clark Freeport Zone, Philippines

- Managed lead generation campaigns for US technology accounts (Flixon TV, AOSWare) to grow business, revenue and return on investment; met or exceeded lead and opportunity targets.
- Served as lead point of contact for all client matters and built long-term relationships with clients and their customers.
- Reported team KPIs, monitored campaign performance trends, and designed and delivered referral programs for existing customers and third-party partners.

Project Analyst II **Mar 2016 – Mar 2017**

Site Skills Training (RTO 32531) | Clark Freeport Zone, Philippines

- Managed online learning programs for multiple Australian Registered Training Organisations using Agile (Scrum) and traditional project management methods.
- Led a cross-functional team of web developers, instructional designers, graphic and video editors and multimedia specialists; owned resource allocation and delivery plan execution.
- Developed VET-accredited e-learning courses to ADDIE and Australian Skills Quality Authority (ASQA) guidelines; configured Moodle LMS and published SCORM packages.
- Primary point of contact for client RTOs.

Project Manager **Jul 2015 – Dec 2015**

Shore360 Inc. | Clark Freeport Zone, Philippines

- Managed BPO operations and accounts for a US client; supervised call centre agents and served as client point of contact.
- Developed and configured CRM and VoIP systems supporting the operation.

Marketing Officer **Nov 2014 – Mar 2015**

The Outsourced Accountant | Clark Freeport Zone, Philippines

- Created online marketing campaigns for clients and served as client point of contact.
- Produced podcast audio and video, synchronised closed captions and multimedia presentations.

Executive Officer **Nov 2014 – Jan 2015**

Adepto Pty Ltd | Australia (Remote)

- Supported executive leadership with calendar and inbox management, meeting agendas and briefing documents, and coordinated messaging across internal teams and external partners.
- Conducted market research on competitor pricing, industry trends and investment opportunities; maintained CRM pipeline and customer data integrity; tracked project deadlines and milestones.

Assistant Vice President for Operations **Jun 2014 – Sep 2014**

iQor | Central Luzon, Philippines

- Led remote delivery channels for the Bell Canada account, including the contact centre and inbound and outbound collections departments.
- Directed coaching, training, KPI analysis and communications across member service channels; partnered with the Vice President of Operations to execute the client's strategic goals.

Legal Officer, Head of Human Resources and Compliance **Aug 2009 – May 2014**

True Green Energy Group | Bonifacio Global City and Clark Freeport Zone, Philippines

- Directed overall management and operations of the Human Resources department for True Green Energy Group and its subsidiaries.
- Oversaw employment and labor relations for more than 300 employees.
- Managed the Compliance division under the Legal department for the telemarketing arm of True Green Energy Canada Ltd.

Managing Editor **Aug 2005 – Mar 2009**

Global Sunday Chronicle | Dagupan City, Philippines

- Edited news content, supervised extrajudicial notices and legal publications, managed on-the-job trainees and liaised with Clerks of Court across regional and municipal trial courts.

Regular Columnist and Police Reporter **May 2001 – Aug 2005**

The Weekly Guardian | Dagupan City, Philippines

- Wrote a regular column of commentary on sociopolitical topics and reported police blotter news, interviewing investigators, suspects and victims.

Freelancer, mIRC and ICQ **Mar 1995 – Jan 2005**

Online

- Classified US Contract Projects, DARPA and SAIC (1995 – 1998): executed classified development projects for the Defense Advanced Research Projects Agency (DARPA) and Science Applications International Corporation (SAIC), focusing on security, data integrity and advanced systems logic for Leidos.
- Actively contributed to b2/cafelog and the early development of WordPress alongside Matt Mullenweg and Mike Little (2003).
- Co-founded the legendary warez group Challenge of Reverse Engineering (CORE) in 1997. Mastered assembly and debugging through the distribution of commercial software and movie bootlegs, gaining a deep understanding of software security and digital rights management.
- Transformed legacy Bulletin Board Systems (BBS) into early HTML websites, pioneering the transition from dial-up communities to the open web.
- Taught online English as a Second Language (ESL) to Chinese, Japanese and Korean speakers.

EDUCATION

Juris Doctor (JD), University of Pangasinan, 2009

Bachelor of Arts, Mass Communication and Media Studies, University of Pangasinan, 2003

CERTIFICATIONS

Project & Process Management: Project Management Professional (PMP), IO4PM, 2018; Scrum Master Certified (SMC), International Scrum Institute, 2019; Certified Six Sigma Black Belt (CSSBB), International Six Sigma Institute, 2015; Workflow Specialist Certificate, Asana, 2026

Security: OSCE³, OSEP and OSED, OffSec, 2021; OSWE, OffSec, 2021

Marketing & Analytics: Google Analytics Certification, Google Skillshop, 2026; Google Ads Measurement Certification, Google Skillshop, 2026; Grow Your Monetization with Google Ad Manager, Google Skillshop, 2026

Infrastructure: cPanel & WHM System Administrator I (CWSA-1), cPanel, 2025; LiteSpeed Certification, cPanel, 2025

LANGUAGES

English (C2 Proficient, EF SET 2021) | Filipino | Spanish