



# Joseph Roxas

Full-stack Web Developer / HubSpot Solutions Architect

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🔗 [LinkedIn](#), [Website](#)

## Skills

HTML/CSS/JavaScript

████████████████████

PHP

██████████████████

MySQL

██████████████████

Wordpress CMS

██████████████████

Wix CMS

██████████████████

DNS Management

██████████████████

Hosting

██████████████████

Microsoft Dynamics for  
Marketing

██████████████████

Hubspot CMS/Content Hub

██████████████████

HubSpot CRM

██████████████████

## Languages

English

██████████████████

Tagalog

██████████████████

## Profile

I always find it fun to create websites that integrates to marketing tools and produce large margin of results. As a full stack developer, I have a strong foundation in both front-end and back-end technologies. I am skilled in a variety of programming languages, including HTML, CSS, JavaScript, and PHP, and have experience working with databases, servers and API's to create dynamic, functional websites using couple libraries and CMS platforms in mind. I am comfortable working on both the front-end user interface and the back-end logic, and have the ability to troubleshoot and solve complex technical problems.

## Employment History

### Junior Web Developer, Digitalfeet AS

Nov 2015 — Nov 2017

- Building website(Photoshop to HTML - Wordpress)
- Website Maintenance(Security and bug fixing)

### SEO and Google Analytics Specialist, Digitalfeet AS

Mar 2018 — Jun 2019

- On-page SEO
- Page Speed Optimization
- Generating and Analyzing Analytics Report

### Development Team Leader, Digitalfeet AS

Jan 2019 — Jan 2020

- Manage Team Performance(includes making sure necessary tools are provided to team)
- Building website(Photoshop to HTML - Wordpress)
- Website Maintenance(Security and bug fixing)

### Senior Web Developer, Digitalfeet AS

Nov 2017 — Apr 2022

- Building website(Photoshop to HTML - Wordpress)
- Website Maintenance(Security and bug fixing)
- Training new colleagues
- Manage Hosting and Domain Services
- Oversee website launching
- Collaborate with other team(Marketing and Design)

## **Microsoft Dynamics for Marketing Expert,**

**Digitalfeet AS** Jul 2021 — Apr 2022

- Integrate client website to Dynamics for Marketing
- Managing client Dynamics for Marketing System
- Implement Marketing Automation
- Dynamics for Marketing Consultant

## **Hubspot CMS Developer,**

**Freelance** Jul 2022 — Oct 2022

- Theme from scratch
- Boilerplate to amazing theme
- Templates
- CRM Objects API to CMS integration
- API Integration
- Custom Coded Module
- Marketing Automation and Workflows
- SEO

## **HubSpot Developer and Implementer,**

**HubStart.io** Nov 2022 — Apr 2024

- Theme from scratch
- Migrate websites to HubSpot
- Boilerplate to amazing theme
- Custom Quote Templates
- CRM Objects API to CMS integration
- API Integration
- Custom Coded Module
- Marketing Automation and Workflows
- SEO
- HubDB tables for dynamic/filterable content
- Schema markup (structured data)

## **Solutions Architect, Set2Close(Rowse Enterprises**

**Inc.)** Apr 2024 — February 2026

- Discover, scope and estimate work for clients
- Assist Implementer
- Assist internal marketing team on marketing initiatives
- Develop/Migrate Website to HubSpot
- HubDB-driven content architecture (case studies, portfolios, filterable listings)
- Structured data (schema markup) and Core Web Vitals optimization
- Documentation of themes/modules/HubDB for handoff
- HubSpot CMS into a fully functional Restaurant and Event web app
- Train implementer and clients

## **Senior HubSpot Engineer , The RevOps Company**

February 2026 — Present

- Translated business requirements into scalable solutions across HubSpot Marketing Hub, CMS, and CRM, scoping phased project plans and designing multi-brand portal architectures with Business Units.
- Built custom HubSpot CMS themes using HubL and the CMS Boilerplate, developing reusable drag-and-drop modules and migrating client sites from WordPress with no loss in SEO or content structure.
- Implemented JSON-LD schema, HubSpot workflows, forms, and automation, and integrated third-party tools like Google Ads for unified reporting and lead lifecycle management.
- HubDB-driven dynamic content + JSON-LD schema for SEO/AEO/GEO
- Documentation of architecture/templates/dev standards for handoff

## **Education**

**Bachelor of Science in Computer Science, STI College, Cagayan de**

**Oro** Jun 2011 — Mar 2015