

# Phil Ryan

## Lead Web Designer/Developer

Puerto Vallarta, Jal. 48924

[hello@site123.ca](mailto:hello@site123.ca)

+523221567642

Hi there. My name is Phil Ryan and i'm a veteran in the web and graphic design industry. i was born, grew up, and spent most of my adult life in Canada, but now reside in Mexico. i have worked with many different companies, from small start-ups to a multi-million dollar marketing firm (where i spent my last 9 years). Here are some of my abilities:

- Fluent in English and Spanish
- Professional HTML & WordPress web design
- e-commerce (shop / courses / membership / catalog / sites)
- Landing Pages: High-converting long-form sales letter design (LFSL/TSL), video sales letter design (VSL)
- UI/UX Design
- Sales funnels: Design LFSL/VSL, complete setup and integration with: ClickBank, BuyGoods, DigiStore and HasOffers
- Split testing: Setup and run split tests using VWO or any similar software
- Expert in: Tailwind CSS, UIKit 3, HTML, CSS, WordPress, WooCommerce, Impreza, WP Bakery (Visual Composer), Photoshop, Illustrator, In-Design, Dreamweaver, Visual Studio Code, cPanel/WHM, Cloudflare, VWO, ClickBank, BuyGoods, DigiStore24, HasOffers
- Intermediate level in: PHP Script, Javascript, jQuery, WordPress Plugin Development, API Integrations, Various integrations
- Excellent communication skills and response time!

## Work Experience

---

### Owner/Operator - 12 years

Site123, Inc.-St. Catharines, ON

September 2012 to Present

Site123, Inc. (site123.ca) Web Development and Hosting. i founded Site123 14 years ago before deciding to work for one particular client full-time, while keeping existing clients and taking on new ones. Over the years i have had hundreds of clients who i have provided web design/development, web hosting services and consultation to, however, i have not pursued advertising for new clients because it was simply not necessary. At this point in time, since i no longer working for a full-time client, i would like to take on a new part-time client and/or position.

### Lead Web Developer - 9 years

Alpha Link Trading, Ltd.-Colorado City, CO

May 2024 to May 2024

Responsible for leading a team of designers and developers to build and manage hundreds of sales funnels across many different products. Some duties and responsibilities:

- Design Landing pages and sales funnels (VSL's, TSL's, checkout pages, etc.) Using mostly HTML/CSS/JS & PHP.
- Design e-Commerce stores using custom coding and/or WordPress with Woocommerce, etc.
- Setup and management of split testing using VWO.
- Dealing with BuyGoods, Clickbank and DigiStore24 reps.
- Constantly improving workflows, designs, and general operations.

## Education

---

### **Bachelor's in Accounting**

Cape Breton University - Cape Breton, NS

September 2001 to December 2005

## Skills

---

- CSS
- JavaScript
- Java
- APIs
- E-Commerce
- WordPress (10+ years)
- PHP
- MySQL
- Web Design (10+ years)
- Web Development
- HTML5
- Adobe Dreamweaver (10+ years)
- Search Engine Optimization (SEO)
- Adobe Photoshop
- Adobe Illustrator
- Tailwind CSS
- Management
- Responsive Web Design (10+ years)
- Visual Studio (3 years)

## Assessments

---

### **Attention to detail — Proficient**

August 2024

Identifying differences in materials, following instructions, and detecting details among distracting information

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.