

April Jay Tan

Software Developer/Multimedia Artist

Founder of Syntrix PH, a digital agency started in 2022 and now operated full-time to help businesses grow through websites, custom systems, CRM tools, automation, branding, content, and digital marketing. I started as a multimedia artist and graphic designer, then expanded into software development, web applications, business systems, and performance-focused marketing.

Phone: +63 960-860-5034 Email: jay@jtanmediaworks.com Website: syntrixph.com Personal Website/portfolio: www.jtanmediaworks.com Location: Philippines

CORE SKILLS

Website Development

Custom Web Apps CRM Systems

Business Automation Meta Ads

Lead Generation

Conversion Tracking

Creative Direction Brand Identity

Video Editing

TOOLS

HTML CSS JavaScript

PHP PYTHON Django

Laravel Firebase

WordPress Elementor

Meta Ads Manager Meta Pixel

GA4 Google Tag Manager

Photoshop Illustrator

Premiere Pro After Effects

KEY PROJECTS

Syntrix PH
Digital agency platform for websites, branding, CRM tools, automation, and marketing.

Travel Booking Systems
Booking, inquiry, calendar, and customer management tools for travel operations.

CRM & Lead Tracking
Lead capture workflows, tracking events, and follow-up systems.

EDUCATION

BS Information Technology
Bukidnon State University

Secondary Education
Liangnan National High School

Primary Education
Esperanza Elementary School

REFERENCES

Jessa Muriel Mui
HR Officer, Homesourced Inc.
hr@homesourced.com

Davao Santos
HR Officer, MM Ermac Enterprises
+63 991-721-8491

Professional Value

I combine design, development, marketing, and business systems to create digital solutions that help businesses generate leads, manage customers, and improve operations.

PROFESSIONAL EXPERIENCE

Founder & President / Project-Based Developer

- Syntrix PH**
STARTED 2022 - FULL-TIME PRESENT
- Founded Syntrix PH, formerly known as JTan Mediaworks, and developed it from a freelance multimedia service into a digital agency.
 - Lead website, landing page, custom system, CRM, automation, and digital solution projects for business clients.
 - Manage creative and technical direction, including planning, UI layout, development, launch, and client support.
 - Build custom web tools that help businesses capture leads, manage inquiries, monitor bookings, and improve sales follow-up.
 - Create conversion-focused digital marketing assets, Meta Ads strategies, tracking setups, and landing page improvements.

Digital Marketing & Web Development Project

- LifeSmart PH / Fine Upgrades / Knowtify Alarm**
PROJECT-BASED
- Supported website improvement, Meta Pixel setup, event tracking, and lead generation activities.
 - Improved web pages and online assets to support product visibility, inquiries, and marketing campaigns.
 - Assisted with CRM-related workflows, lead capture processes, and digital follow-up systems.

Graphic and Web Designer

- Homesourced Inc. / PYN LLC**
2024 - 2025
- Designed front-end layouts for landing pages, websites, funnels, and campaign materials.
 - Created marketing graphics, promotional assets, and edited videos aligned with campaign goals.
 - Worked on website visuals and digital content used for online brand and marketing execution.

Graphic Designer

- MM Ermac Enterprises / Diamond Garments**
2022 - 2024
- Created full-sublimation apparel designs, custom layouts, and production-ready artwork.
 - Prepared print-ready files and coordinated design requirements with production teams.
 - Designed graphics for apparel, branding materials, customer orders, and print requirements.

Computer Operator

- LGU Don Carlos**
2018 - 2021
- Handled documentation, encoding, record management, and report preparation for community programs.
 - Supported administrative tasks, data processing, and office documentation workflows.