

AJT

April Jay Tan

Leader / Project-Based Developer

Leader 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: +63 994-535-9076 Email: jay@jtanmediaworks.com Website: syntrixph.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
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

Leader / Project-Based Developer

Syntrix PH

STARTED 2022 - FULL-TIME PRESENT

- Started and led Syntrix PH, formerly known as JTan Mediaworks, developing 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.