

BILLY P. VALENZUELA

WEB DEVELOPER & EDITORIAL DESIGNER

WordPress Specialist | Digital Marketing Support



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Professional Summary

WordPress Developer & Editorial Designer with 5 years of experience in web design & WordPress development, 10 years in editorial publishing, and 2 years in digital marketing. Skilled at building responsive, SEO-optimized websites, managing multi-channel content, and delivering creative solutions that drive measurable growth. Known for a collaborative, partner-first approach, empathetic leadership, and a passion for helping businesses, nonprofits, and ministries expand their online presence.

Key Achievements

- Launched several websites in the first year at And Studio, including two full company websites.
- Maintain 22 active websites across various industries, ensuring 99% uptime and performance optimization.
- Produced 24 SEO-optimized blogs in 6 months, driving high-ranking results in local searches.
- Led a development team to launch an AI-powered chat assistant (Living.Live), bringing the first live phase online in 3 months.
- Designed & published 5+ books (print & Kindle) for ministries and nonprofits, reaching international audiences.
- Boosted client engagement by managing LinkedIn campaigns and Mailchimp newsletters with improved open and retention rates.

Professional Experience

And Studio Digital Marketing Agency – Rantoul, IL (Remote)

Web Designer & Developer | Technical VA | Jun 2022 – Present - andstud.io | liveai.co

- Designed and launched 22+ websites, including two company sites, aligning design with client branding and business goals during the first 16 months in the company.
- Applied SEO strategies to all projects, increasing client search visibility and rankings.
- Manage and maintain 22 client websites, ensuring security, speed, and continuous updates.
- Led a 3-month AI assistant project (Living.Live), coordinating developers and delivering the initial live phase.
- Produced 24 SEO-optimized blogs within 6 months, consistently achieving strong local search results.
- Manage LinkedIn accounts and Mailchimp newsletters, increasing client reach and engagement.
- Supported lead generation campaigns, contributing to company growth.
- Developed ClickUp automations to streamline internal workflows and improve task management efficiency.
- Built a Zapier-powered automation for a lead magnet on the LIVE AI website: integrated the assessment form submission to automatically create tasks in ClickUp, trigger Gmail notifications, and enable faster manual assessment delivery to users.

Frank Borda Ministries – Boise, ID (Remote)

Editorial Designer & Proofreader | Dec 2022 – May 2023 - [Amazon Link](#)

- Designed book covers and layouts, ensuring professional publishing standards.
- Proofread manuscripts and prepared content for Amazon Kindle Publishing.
- Developed and managed newsletters for subscriber engagement.

Active Duty Passive Income – Petersburg, FL (Remote)

Graphic Designer | May 2022 – Dec 2022 - [activedutypassiveincome.com](#)

- Designed course thumbnails, Facebook posts, and event posters.
- Enhanced brand consistency across digital platforms.

Victory Points Social – Redlands, CA (Remote)

Graphic Designer & Video Editor | Mar 2022 – Oct 2022 - [victorypoints.net](#)

- Created engaging chatbot avatars, social media graphics, and reels.
- Designed and maintained 3 websites and 1 sales funnel, improving client digital presence.
- Produced promotional videos and motion graphics for campaigns.

Joseph Kack Ministries International – Manila, PH

Media Developer & Editorial Designer | Jun 2011 – Dec 2020 - [jkmiasia.org](#)

- Redesigned the ministry's Resource Website, enabling global access to free teaching resources.
- Collaborated on 5+ book projects (print & digital) through transcription, proofreading, and layout.
- Edited 80% of the ministry's audio teachings and most video content for web distribution.

Education & Training

- **Bachelor of Science in Computer Engineering** (Major in Computer Networking) – Emilio Aguinaldo College, Manila, 2003
- **DOMATA Ministers Training School** – Mark Brazee Ministries, Tulsa, OK, 2005
- **School of the Harvest** – Joseph Kack Ministries International, Parañaque, 2011

Short Courses:

- Effective Landing Page Course (Udemy) | SEO (Hubspot Academy) | Adobe InDesign Book Layout

Technical Skills

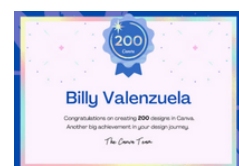
Web Development: WordPress (Divi, Elementor), Wix, Carrd | SEO | Web Maintenance

Design & Publishing: Adobe InDesign, Canva, Adobe Acrobat | Editorial Design (Print & Digital) | Book Publishing (Kindle, Reedsy, Print)

Video & Media: Movavi, Filmora, CapCut | Audio/Video Editing | Motion Graphics

Productivity & Tools: ClickUp, Hubstaff, Google Workspace, Slack

AI & Automation: ChatGPT, Gemini, DeepSeek, Perplexity, Dall-E, Midjourney, NotebookLM, Zapier



Core Strengths

- Creative Problem Solving | Empathetic Leadership & Coaching
- Communication & Public Speaking | Collaborative Client Partnership