

KENNETH GEPIELAGO

Digital Systems Engineer | Web, AI, Growth, Automation & IT Operations

kgepielago@gmail.com | +63 910 580 2353 | kgepietech.us | Skype: kgepie@hotmail.com

I am writing to express my interest in the Web Developer/SEO or any IT Specialist Position on your company. With more than 10 years of hands-on experience across web development, technical SEO, IT support, systems administration, cloud and hosting operations, automation, analytics, e-commerce, and custom business software, I bring an unusually broad technical perspective. I am at my best in roles where technology needs to do more than simply work - it needs to support growth, improve operations, solve real business problems, and remain reliable over time.

My recent work has strengthened that end-to-end approach. I have supported major WordPress and Elementor redevelopment, migration, SEO, Google Ads alignment, analytics, conversion tracking, production troubleshooting, and operational integration work for Performance Windows & Doors in Australia. Across Hero Services brands in New Zealand - including Wash Hero, Lawn Hero, Pest Hero, Clean Hero, and Carpet Hero - I have handled website development, technical and local SEO, form routing, production fixes, and automation workflows connecting online inquiries with business systems such as Zapier and ServiceM8. I also work with Shopify and WooCommerce, GA4, Google Tag Manager, Cloudflare, APIs, product data, AI-assisted workflows, and server environments.

Earlier in my career, I developed and supported a wide range of systems and digital products. Those projects gave me practical experience across application development, infrastructure, networking, cybersecurity, digital marketing, data operations, and stakeholder-facing project delivery. Selected examples include:

- **AI, APIs, and emerging technology.** Integrated AI APIs and chatbot solutions tailored to client requirements, including experimentation with model behavior and fine-tuning approaches. I continuously work with modern AI platforms and maintain practical knowledge of cryptocurrency, blockchain, and Web3 technologies.
- **Web platforms, applications, and e-commerce.** Built and maintained websites and applications across dedicated servers, VPS environments, and cloud hosting. My work has included large-scale product importation and synchronization for Computer Depot MO, multi-platform application deployment through the Google app store ecosystem, a social/community platform with Facebook- and Twitter-style functionality, and affiliate and dropshipping websites with responsive UI/UX.
- **Hosting, server operations, and technical troubleshooting.** Managed complex hosting environments from deployment through optimization and maintenance using cPanel, Plesk, Webuzo, WHMCS, VPS/cloud infrastructure, databases, PHP, DNS, SSL, caching, backups, and related server tooling. I have researched and implemented practical cybersecurity measures, debugged difficult website and server issues, and improved both technical performance and reliability.
- **SEO, authority building, and digital growth.** Executed on-page and off-page SEO, technical optimization, keyword and content strategy, backlink outreach, relationship building, and authority development. During my work with 1768degrees, I focused on improving search rankings, organic visibility, traffic quality, and user engagement through internal and external optimization.
- **Content-led marketing and measurable results.** Worked on marketing and advertising for erinfallhaskell.com, where the campaign reached approximately \$10,000 in sales within one week. The approach combined audience-focused content, search intent, strategic keyword use, useful articles and media, and content designed to attract engagement and natural backlinks.

ADDITIONAL TECHNICAL & PROJECT EXPERIENCE

- **Custom business systems.** Developed PHP-based corporate email marketing CRM functionality, social/community systems, HR management tools, employee management and billing solutions using PHP, SQL, scripts, and related web technologies. I also built domain and hosting-provider functionality using WHMCS.
- **Blockchain and secure digital records.** Contributed to Medical Digital Storage Blockchain / Secure Health Chain work in cooperation with Robert Laidlaw, building practical exposure to blockchain concepts and secure digital information storage.
- **Government, healthcare, and utility software.** Worked on patient-management solutions associated with PHILHEALTH and Kabankalan District Hospital, as well as a water-concessioner system for Kabankalan Water District, using .NET, Visual Basic, and C#.
- **Network and field infrastructure.** Worked with cost-effective tools to manage a wide-area network serving the Batang Peninsula area in Himamaylan City, Negros Occidental, including remote access, IP camera systems, security considerations, and GPS-based delivery-van monitoring for Atlas Shippers.
- **IT support and systems administration.** Diagnosed and resolved hardware, software, server, network, and end-user issues with a focus on minimizing downtime and maintaining stable business operations. My background allows me to move comfortably between development work and hands-on technical support.
- **Web development fundamentals.** Strong hands-on experience with HTML, CSS, JavaScript, PHP, SQL, and WordPress, including responsive design, cross-browser compatibility, performance optimization, CMS administration, UI/UX implementation, and ongoing maintenance.
- **Project ownership and stakeholder communication.** Led and supported IT initiatives with responsibility for priorities, timelines, budgets, quality, troubleshooting, and delivery. I communicate effectively with business owners, marketers, designers, developers, technical teams, and non-technical stakeholders, and I am comfortable taking ownership of ambiguous problems through completion.

What differentiates me is the ability to connect disciplines that are often handled separately. I can move from a web or e-commerce build to a server or network issue, from SEO and digital advertising to analytics and attribution, and from an API integration to a custom business workflow while keeping the commercial objective in view. I am highly self-directed, curious about emerging technologies, and committed to delivering work that is technically sound, useful, and measurable.

I would welcome the opportunity to discuss how my combination of web engineering, IT systems, SEO and growth technology, automation, infrastructure, and project experience can contribute to [Company Name]. Thank you for your time and consideration. I look forward to speaking with you.

Sincerely,



Kenneth Gepielago

kgepielago@gmail.com | +63 910 580 2353 | <https://kgepietech.us/>