

KENNETH GEPIELAGO

SENIOR DIGITAL SYSTEMS ENGINEER & GROWTH TECHNOLOGY CONSULTANT

Web Platforms | AI Automation & Systems | Technical SEO | Digital Marketing | E-commerce | Cloud & Integrations



Bacolod City, Philippines | Remote / International
kgepielago@gmail.com | +63 956 917 7705

kgepietech.us | [LinkedIn](#)

TECHNICAL SIGNATURE I build and optimize the systems behind digital growth - high-performance websites, search infrastructure, analytics, automation, integrations, and reliable hosting.

PROFESSIONAL SUMMARY

Senior digital systems engineer and growth technology consultant with 10+ years of hands-on experience delivering revenue-critical web platforms and digital operations for organizations in the United States, Australia, and New Zealand. A hybrid technical operator who can own a system from architecture and front-end implementation through APIs, cloud/hosting, SEO, analytics, conversion tracking, automation, and production support. Deep experience in WordPress/Elementor, WooCommerce and Shopify ecosystems, technical and local SEO, GA4/GTM, CRM and field-service integrations, Linux hosting, and workflow design. Brings together capabilities that are often split across web development, SEO, analytics, automation, and infrastructure roles.

HIGH-VALUE TECHNICAL CAPABILITIES

Web Platform Engineering: WordPress, Elementor Pro, WooCommerce, Shopify, Webflow, ACF/custom post types, custom themes/plugins, PHP, JavaScript, responsive UI/UX, progressive web app concepts, REST/GraphQL integrations

AI & Workflow Automation: OpenAI/GPT, Claude, Gemini, Llama, prompt engineering, AI-assisted development, chat/assistant workflows, Zapier, Make, n8n, Power Automate, webhooks, API orchestration, business-process automation

Search & Growth Engineering: Technical SEO, Local SEO, Google Business Profile, Core Web Vitals, crawl/indexation diagnostics, site architecture, schema/structured data, landing-page strategy, CRO, competitor analysis, paid/organic search alignment

Analytics & Revenue Measurement: GA4, Google Tag Manager, Search Console, Google Ads conversion tracking, Looker Studio, Microsoft Clarity, server-side tagging concepts/Stape, funnel diagnostics, attribution and tracking QA

Cloud, DevOps & Reliability: Linux, AWS, Azure, Google Cloud, Cloudflare, cPanel, Plesk, Webuzo, DNS/CDN/SSL, Git/GitHub, Docker, database/CRON operations, backups, migrations, caching, incident troubleshooting

Commerce, CRM & Revenue Systems: Product/catalog import and synchronization, payment gateways, memberships/LMS, affiliate and dropshipping systems, ServiceM8/CRM lead routing, email automation, SPF/DKIM/DMARC, transactional workflows

Technical Delivery & Leadership: Solution architecture, requirements discovery, technical scoping, QA, documentation, stakeholder communication, remote team coordination, vendor/platform troubleshooting, ongoing optimization

PROFESSIONAL EXPERIENCE

Senior Digital Systems Engineer & Growth Technology Consultant

Apr 2023 - Present

Kgepie IT Services | Remote / International

- Serve as an embedded technical lead for businesses across Australia, New Zealand, and the United States, owning web platforms, SEO infrastructure, analytics, automation, hosting, and production support from strategy through implementation.
- Architect, rebuild, and optimize WordPress/Elementor, WooCommerce, and Shopify environments using custom CSS/JavaScript/PHP, APIs, webhooks, forms, payment flows, CRM/field-service integrations, and performance engineering.
- Lead technical and local SEO programs covering site audits, information architecture, crawl/indexation issues, schema, Core Web Vitals, Google Business Profile, location/service pages, Search Console, and organic/paid landing-page alignment.
- Build lead-routing and operational automations with Zapier, Make, n8n, ServiceM8/CRM connections, email notifications, reviews workflows, and connected APIs to reduce manual handoffs and improve response speed.
- Own production reliability tasks including zero-downtime-style migrations, DNS/CDN/SSL, Cloudflare, caching, database/CRON maintenance, backups, email authentication, security hardening, and complex incident troubleshooting.
- Use modern LLMs and AI-assisted development workflows for research, coding, QA, content operations, documentation, and process automation while maintaining human review and implementation accountability.

Senior E-commerce, SEO/SEM & Multi-platform Developer

Apr 2021 - Apr 2023

Computer Depot | Missouri, USA / Remote

- Owned large-scale e-commerce web operations and server environments, including automated product ingestion, catalog synchronization, affiliate/dropshipping workflows, and third-party commerce integrations.
- Built and maintained responsive multi-platform experiences, progressive/app-style deployments, custom functionality, and complex product/data workflows across front-end and back-end systems.
- Improved technical SEO, site performance, search visibility, and operational reliability while administering cPanel/Plesk/Webuzo environments and resolving production, security, and infrastructure issues.

SpokenWordYoga | Florida, USA / Remote

- Managed a multi-site digital platform stack spanning membership, retreat/event, publishing, and marketing experiences, combining WordPress development, server administration, SEO, and digital operations.
- Built branded email, invoicing, security, publishing, and social automation workflows; coordinated team tasks and improved the operating systems supporting audience growth and online sales.

EARLIER TECHNICAL EXPERIENCE

Data Analyst & Blockchain Implementation - Secure Digital Health LLC (2019) | Supported a health-data initiative exploring blockchain and AI-enabled access to large-scale digital medical records.

Webmaster & SEO - 1768degrees Ltd. (2018 - 2019) | Delivered web development, hosting/domain systems, technical troubleshooting, and SEO across agency clients and small-to-midsize businesses.

Front-end Web Developer - Sharrell Kline Inc. (2018) | Created WordPress themes, prototypes, booking/appointment experiences, and conversion-focused marketing websites.

Team Manager & Webmaster - Erin Fall Haskell (2016 - 2017) | Built WordPress/Kajabi products, LMS experiences, landing pages, email automations, media workflows, and online payment systems.

Software Developer / IT Consultant - Hospital, Water District & Local IT Projects (2014 - 2015) | Developed desktop record-management systems and provided hardware/software troubleshooting, implementation, and technical support.

SELECTED SYSTEMS & GROWTH ENGAGEMENTS

- **Performance Windows & Doors - Australia** - Website relaunch and modernization; technical SEO; Google Ads and landing-page alignment; conversion tracking; ServiceM8/digital integrations; local market expansion; production optimization.
- **Hero Services - New Zealand** - Multi-brand web and SEO ecosystem spanning Lawn Hero, Pest Hero, Clean Hero, Carpet Hero, and related service sites; forms, lead notifications, automation, analytics, SEO, and production support.
- **Get Early Bird - New Zealand** - Travel-industry web platform work focused on modern UX, maintainability, performance, and digital growth readiness.
- **E-commerce Analytics & Tracking** - Shopify/commerce tracking audits using GA4, GTM, advertising tags, server-side measurement concepts, and validation of traffic/conversion data quality.

Public portfolio: 40+ listed projects across services, e-commerce, travel, agencies, logistics, nonprofit, and digital products.

TECHNOLOGY TOOLKIT

Web / CMS / Commerce: WordPress, Elementor Pro, WooCommerce, Shopify, Webflow, Kajabi, ACF, custom post types, HTML5, CSS/SASS, JavaScript/jQuery, PHP, Python, React, Node.js

APIs / Data / Development: REST, GraphQL, OpenAPI/Postman, webhooks, SQL/MySQL, MongoDB, Git/GitHub, Docker, product feeds, data import/synchronization, third-party integrations

SEO / Analytics / Ads: Screaming Frog, GA4, GTM, Search Console, Google Ads, Looker Studio, SEMrush, Ahrefs, Rank Math, schema/structured data, Microsoft Clarity, Core Web Vitals

Cloud / Hosting / Security: Linux, AWS, Azure, GCP, Cloudflare, cPanel, Plesk, Webuzo, DNS, CDN, SSL, SPF/DKIM/DMARC, backups, migrations, server monitoring, caching, CRON/database management

Automation / CRM / AI: Zapier, Make, n8n, Power Automate, ServiceM8 integrations, CRM workflows, OpenAI/GPT, Claude, Gemini, Llama, AI assistants, prompt engineering, workflow orchestration

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Information Technology

STI College Bacolod | 2010 - 2013

CS50 Web Programming with Python & JavaScript

HarvardX / edX

Selected Training & Credentials

Google Analytics Individual Qualification

Google Digital Sales Certification

SEMrush SEO, Technical SEO & Content Marketing

IT Project Management - Udemy