

# Calsena, Ceron Matthew P.



General virtual assistant |  
Executive virtual assistant |  
AI Workflow Developer |  
Data analysis |  
PHP-Laravel Full stack Developer |  
Desktop Developer |

**"You Lead. I Handle the Rest."**

## Contact information

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<https://calendar.app.google/uRJzcoaDDRTGDFfb7>

## Objective

To leverage over five years of multi-disciplinary experience as a Software Engineer and Executive Virtual Assistant to provide high-impact support for global organizations. I aim to utilize my proficiency in PHP, Laravel, and .NET alongside advanced AI workflow automation to eliminate operational bottlenecks and drive efficiency. My focus is on delivering technical excellence and administrative precision, ensuring that complex projects are executed with the highest standards of accuracy and data-driven strategy.

## Mission

My mission is to empower business leaders by bridging the gap between innovative technology and superior administrative execution. I am dedicated to transforming manual, time-consuming workflows into streamlined digital systems through AI integration, custom web development, and rigorous data analysis. By providing reliable assistance and technical mastery, I enable executives to focus on scaling their core operations while I manage the technical architecture and logistical details that move their enterprise forward with total reliability.

## Goal

My primary goal is to optimize organizational performance by implementing sophisticated automation solutions and maintaining robust web applications that enhance team productivity. I strive to deliver actionable business insights through deep-dive data analysis and meticulous project management across platforms like Amazon, Lovable, and GitHub. By continuously adopting emerging LLM technologies and precision-testing methodologies, I aim to ensure sustained business growth, zero-defect deployments, and a seamless guest or client experience across all digital and physical touchpoints.

## Let's talk.

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## Professional work experience

Mini E-commerce website

### Streetwise PH

Mar 17 – 23, 2026

**Freelance**

Replaced handwritten stock records with a digital inventory and mini e-commerce system backed by Firebase Realtime Database. Integrated the Firebase REST API for all read and write operations on stock and sales data, enabling live sync across sessions without page refresh. Built sales analysis features that surface performance trends from accumulated transaction data. Developed an automatic invoice generator that produces buyer receipts and downloadable Excel sales reports using SheetJS triggered directly from the sales interface without manual input. Integrated the ImgBB API for product image hosting, connecting image uploads directly to inventory records via REST so product photos are stored and linked automatically. The entire system runs client-side using HTML, CSS, and JavaScript no backend server required. Claude AI was used to accelerate development across the full build.

Booking automation system

### Booking record System

Mar 3 – 6, 2026

**Freelance**

Replaced paper booking logs with a calendar-driven reservation system connected to Firebase Realtime Database via REST API. The system handles all reservation CRUD operations through the Firebase REST API, keeping data consistent across multiple devices in real time. Built automated conflict detection that queries Firebase on every booking attempt and blocks overlapping reservations before they are saved. Added an analytics module that reads accumulated booking data from Firebase and surfaces patterns such as peak dates and occupancy trends. The full system runs client-side using HTML, CSS, and JavaScript with no backend server. Claude AI was used throughout development to accelerate delivery.

Website automation system (mail)

### Auto mailer

Feb 28 – Mar 3, 2026

**Freelance**

Automated repetitive daily email tasks end-to-end by integrating the EmailJS API and Firebase REST API in a single browser-based interface. Firebase supplies dynamic template data recipient details, subject content, and attachment references and passes the payload directly to EmailJS, which handles programmatic mail dispatch. The two APIs work in tandem so the entire send workflow executes from a single button click without opening Gmail or switching browser tabs. Built conditional JavaScript logic for automatic file and image attachment based on user selections, ensuring the correct files are always attached without manual intervention. The system also supports bulk sends with templated content, allowing multi-recipient email campaigns to be triggered in a single action. Built entirely with HTML, CSS, and JavaScript no backend required. Claude AI was used to accelerate development and integration work.

Website automation system (PDF)

### PDF Automator

Feb 7 – 17, 2026

**Freelance**

Engineered a browser-based automation app that handles simultaneous import and processing of up to 2,000 PDF files entirely client-side with zero server-side processing. Uses the PDF.js library to parse raw PDF binary streams directly in the browser, extracting text content from each file without uploading anything to a server — keeping all data local to the user's machine and ensuring full privacy compliance. Built 3 extraction modes — Multiple Keywords, Single Keyword, and Extract All — each triggering a distinct automated pipeline tailored to different review workflows. All extracted data is exported directly to Excel via the SheetJS library, producing a structured report without any manual copy-paste. Claude AI was used to accelerate development and assist in implementing the PDF parsing and extraction pipeline.

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## Professional work experience

Junior Programmer (Laravel-project)

**HTECT CORP.**

Nov 2022 – Oct 2023

**Full-time**

Developed and maintained Laravel framework web applications at a dynamic software development firm specializing in custom solutions. Collaborated with senior developers in Agile sprints – designing, testing, and deploying responsive, high-performance applications. Integrated automated testing frameworks that reduced bug reports and contributed to more stable releases. Participated in code reviews and delivered constructive feedback to improve overall code quality and maintainability.



Laravel PHP MySQL Agile Git Testing

System Developer (.NET Dev.)

**GRUPPO EMS CORP.**

Jun 2022 – Oct 2022

**Full-time**

Completed structured ASP.NET training and developed a C# .NET MVC web application supporting internal HR operations – including employee performance evaluation, attendance management, and ID-based QR code timekeeping. Designed and developed tracking systems for shuttle services and private vehicle usage. Partnered with the HR department to integrate applications with the company's central database, ensuring data consistency and system reliability across all departments.



C# .NET ASP.NET MVC SQL Server QR Code HR Systems

Test Engineering Tech III (Test Engineering Dept.)

**Western Digital**

Oct 2019 – Apr 2022

**Full-time**

Managed hands-on operation and technical maintenance of Slider Fab machinery at one of the world's leading data storage companies – ensuring peak performance through systematic inspections and 5S methodology. Leveraged Excel macros to process complex machine performance data and conduct deep-dive analyses identifying root causes of recurring failures. Resolved a critical machine issue within two weeks, drastically outperforming standard resolution timelines and enabling the facility to consistently meet weekly production targets.



Data Analysis Excel Macros 5S Methodology Troubleshooting Technical Maintenance

Software Quality Assurance

**Conduent**

Mar 2018 – Aug 2018

**Full-time**

Handled comprehensive QA testing for client websites – ensuring peak functionality, usability, and technical performance across diverse digital environments. Developed step-by-step testing procedures in Microsoft Excel to standardize website validation and maintain high quality-control benchmarks. Evaluated UI/UX designs for usability and accessibility, rigorously tested responsiveness across multiple devices and screen sizes, and documented findings in detailed professional QA reports for the development team.



QA Testing UI/UX Review Test Documentation Cross-Device Testing Excel

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## Education



De La Salle University Dasmariñas (DLSU-D)

**Bachelor's Science in Computer Science**

2013 – 2018

Bachelor of Science in Computer Science, De La Salle University Dasmariñas (DLSU-D) – Graduated with honors, honing skills in software development, algorithms, and database management. Completed comprehensive projects that enhanced problem-solving abilities and teamwork experience. Developed a strong foundation in programming languages such as Java, C# Winform, Android, iOS, HTML, CSS, JS. Engaged in industry-relevant internships, applying theoretical knowledge in real-world scenarios, and fostering a deep understanding of emerging technologies. This rigorous academic training prepares me to excel in dynamic tech environments and contributes to my career goal of becoming a software engineer.

## Core skills

**Back-End** : PHP (Laravel), C# (.NET MVC)

**Front-End** : JavaScript, Bootstrap, Sass, Flexbox, CSS Grid

**Databases** : MySQL, MariaDB, Supabase, Firebase, MongoDB Atlas

**APIs & Integration** : REST APIs (design, development, integration), Postman, OAuth 2.0, API authentication, JSON/XML data handling, Third-party integrations (Gmail, Anthropic, OpenAI, Google APIs), Webhook development

**AI & Automation**: AI-Powered Automation & Website Development (Claude Sonnet/Haiku, OpenAI GPT-4, Google Gemini), LLM Prompt Engineering, AI-Driven Solutions Architecture, AI Video & Image Automation (ElevenLabs, Suno, Hailuo AI, Whisk)

**Desktop Development**: C# Windows Forms Application (WFA)

**Google Workspace** : Google Calendar (scheduling, shared calendars, appointment slots), Google Sheets (formulas, data analysis, reporting), Google Drive (file management, sharing, organization), Google Docs (documentation).

**Tools**: Git, VS Code, Visual Studio, Postman (REST API), Asana, GitLab, MS Excel (Advanced), MS Word, MS PowerPoint

**Dev Environment** : Laragon, XAMPP

## Soft skills

**Communication & Collaboration** : Clear written and verbal communication with technical and non-technical stakeholders, active listening, remote team collaboration, cross-functional coordination, client relationship management

**Project & Time Management** : Independent end-to-end project ownership, Agile/sprint workflows, deadline-driven delivery, multi-task prioritization, proactive problem identification and resolution

**Adaptability & Problem Solving** : Fast learner, resourceful under pressure, analytical thinking, creative solution design, ability to pivot quickly in dynamic environments

**Professionalism & Work Ethic** : High attention to detail, self-motivated and disciplined in remote settings, confidentiality and data privacy awareness, reliability, ownership mentality

**Leadership & Initiative** : Proactive contributor, mentoring through code reviews, stakeholder management, ability to work with minimal supervision, results-oriented mindset

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## Certifications & Training

### **C# Basics for Beginners: Learn C# Fundamentals by Coding**

Mosh Hamedani

Jun 15, 2022 · 5.5 hrs

■ [https://ceron-matthewportfolio.netlify.app/certificates/Csharp\\_1.pdf](https://ceron-matthewportfolio.netlify.app/certificates/Csharp_1.pdf)

### **C# Intermediate: Classes, Interfaces and OOP**

Mosh Hamedani

Jun 16, 2022 · 6 hrs

■ [https://ceron-matthewportfolio.netlify.app/certificates/Csharp\\_certificate.pdf](https://ceron-matthewportfolio.netlify.app/certificates/Csharp_certificate.pdf)

### **GitHub Ultimate: Master Git and GitHub — Beginner to Expert**

Jason Taylor

Jun 17, 2022 · 6.5 hrs

■ <https://ceron-matthewportfolio.netlify.app/certificates/GITHUB.pdf>

### **The Modern Flexbox, Grid, Sass & Animations Developer Course**

Muslim Helalee

Feb 10, 2026 · 48.5 hrs

■ <https://ceron-matthewportfolio.netlify.app/certificates/responsiveness.pdf>

### **Virtual Assistant Training (VA 101)**

YourVABuddy Program

Feb 25, 2026 · Training

■ <https://ceron-matthewportfolio.netlify.app/certificates/responsiveness.pdf>

### **Vibe Coding Bootcamp: Build Any App, Game or Website with AI**

Ivan Lourenço Gomes

Mar 9, 2026 · 4 hrs

■ <https://ceron-matthewportfolio.netlify.app/certificates/vibe%20coding.pdf>

## Portfolio

■ <https://ceron-matthewportfolio.netlify.app/#skills>

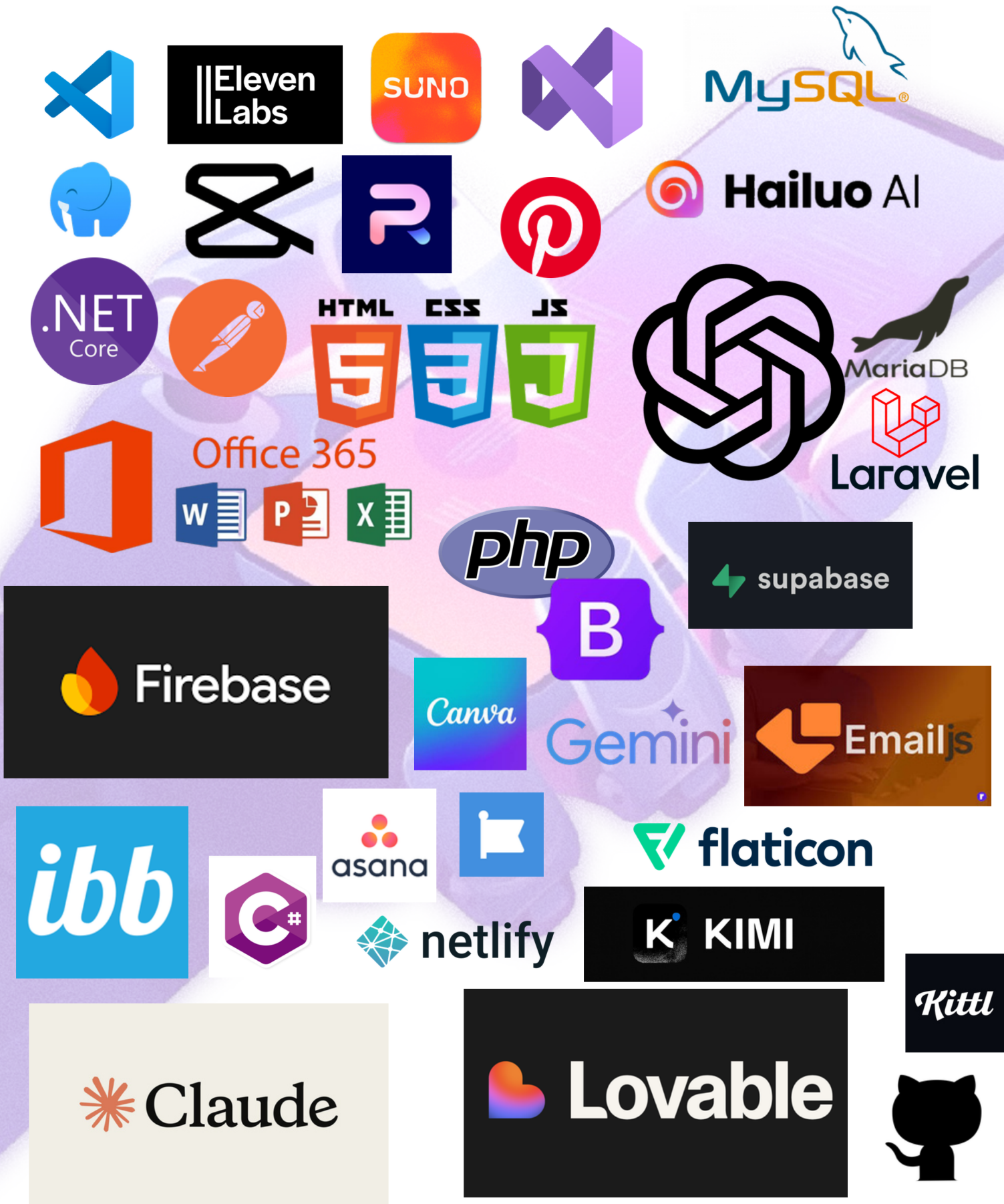
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Tools expertise



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