

CHARLES HENRY M. TILOY JR.

WEB DEVELOPER

Lahug, Cebu City, Philippines | charliezkiecharlzk@gmail.com | +63-9155-910-587 | [charlzk.vercel.app](#)

SUMMARY

Web developer and digital marketing professional with experience creating responsive websites, managing Google Ads and Analytics campaigns, and improving online engagement. Skilled in Laravel, ASP.NET, C#, and modern web technologies, with a strong focus on user experience, website performance, and driving measurable results.

PROFESSIONAL EXPERIENCE

AJJ Car Rental – Cebu City May 2025 — July 2025

- Developed and deployed the company website using Laravel (PHP) for backend and HTML, CSS, Tailwind, JavaScript for frontend.
- Integrated Google services including Google Analytics and Search Console to track user activity.
- Managed GitHub repository for version control and collaboration.

Personal Portfolio Website May 2025 — July 2025

- Designed and developed a portfolio website to showcase IT projects, skills, and experience.
- Used Next.js, Tailwind CSS, and SQL for frontend and backend functionality.
- Applied Google Analytics to track user engagement and website performance.

Game Launcher – C# WPF Project Jan 2026 — Jan 2026

- Built a desktop application that displays and launches installed games.
- Implemented file scanning, image handling, and debugging features.
- Practiced problem-solving and project management in a real-world scenario.

PROJECTS

Full-Stack Website Development October 2021 — Present

- AJJ Car Rental Website – Laravel (PHP), HTML, CSS, Tailwind, JavaScript, Google Analytics, Google Search Console, GitHub
- Personal Portfolio Website – Next.js, Tailwind CSS, SQL, Google Analytics
- Game Launcher – C# WPF, .NET, File Handling, Debugging
- Productivity Tools Page – HTML, CSS, JavaScript
- ASP.NET MVC Web System – ASP.NET Core, SQL Server, Entity Framework

ACHIEVEMENTS

- Built and updated the AJJ Car Rental website, making it easier for customers to find information and engage with the service.
- Set up and managed Google Ads and Analytics, helping the team understand user behavior and improve marketing decisions.
- Created responsive web features and monitored site activity to provide a smoother experience for visitors and attract more potential customers.

SKILLS

Programming & Software Development	Database Management	Digital Tools & Analytics
Web Development	Version Control & Collaboration	

EDUCATION

Bachelor of Science in Information Technology

August 2020 — August 2024

University of Cebu — Banilad Campus

- Relevant coursework: Programming, Web Development, Database Management, Software Engineering
- Additional exposure: Google Ads, Google Analytics, Google Search Console

ADDITIONAL INFORMATION

- **Languages:** English, Filipino, Cebuano.