



Clifford Santos

Graphic Designer | Front-End Developer | Technical Support
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ABOUT ME

Graphic Designer with 10+ years of experience in an ad network environment, including affiliate marketing projects. As an in-house designer, I've delivered digital and print assets, from responsive landing pages and campaign materials (SFW/NSFW) to branding and company visuals, while maintaining brand consistency in fast-paced settings.

I also bring a background in front-end development and hands-on technical support, giving me a strong understanding of both creative and technical workflows.

Open to roles in graphic design, technical support, or entry-level tech positions.
Authorized to work in Canada.



EDUCATION

DIGITAL GRAPHIC DESIGN CERTIFICATE
Seneca Polytechnic | TORONTO, ON
2015

BS IN INFORMATION TECHNOLOGY
Saint Louis University
BAGUIO CITY, PHILIPPINES
2003-2008

ADDITIONAL COURSEWORK:
MS IN INFORMATION TECHNOLOGY
University of Cordillera
BAGUIO CITY, PHILIPPINES
INCOMPLETE | 2009-2011

BS IN INFORMATION SYSTEM
University of Cordillera
BAGUIO CITY, PHILIPPINES
INCOMPLETE | 2008-2009



REFERENCE

STEPHANIE HALL
CEO
Bridgeview Strategies Inc.
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(416) 206-5362

HAZARIAH SITI
OFFICE MANAGER
Bridgeview Strategies Inc.
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(647) 920-7042



EXPERIENCES

IN-HOUSE GRAPHIC DESIGNER / CUSTOMER EXPERIENCE ASSOCIATE BRIDGE VIEW STRATEGIES INC. (GRAND SLAM MEDIA INC.)

<https://bridgeviewstrategies.com/> | <https://grandslammedia.com/>
MARCH 2016 – JANUARY 2026 | TORONTO, ON

Ad network operating Adnium, a self-serve platform for NSFW/SFW verticals including dating, live cams, gaming, gambling, nutra/supplements, tube sites, and AI

- Designed and coded landing pages using HTML5, CSS3, Bootstrap, and WordPress for affiliate marketing campaigns
- Managed design production for SFW and NSFW campaigns, maintaining brand compliance and quality standards
- Developed responsive websites using WordPress CMS with cross-browser compatibility and mobile optimization
- Designed brand identities including logos and visual systems for in-house products and partner companies
- Implemented Zoho CRM for partner relationship management and automated lead distribution workflows
- Created and deployed Mailchimp/Intercom email campaigns promoting traffic inventory and onboarding new Adnium publishers
- Scheduled OneSignal push notification campaigns to support affiliate marketing initiatives
- Produced marketing collateral including video loops, mailers, merchandise, and tradeshow materials
- Served as hybrid team member supporting technical, administrative, customer experience, and affiliate/CPA teams
- Provided product support for Adnium platform, assisting advertisers and publishers with technical and creative needs
- Contributed UX insights and bug reporting during Adnium platform Q&A testing
- Provided tier-2 technical support including hardware setup, software configuration, and troubleshooting

DIGITAL MEDIA AND MARKETING, REGIONAL LEAD LOKEEL | MARCH 2015 – MARCH 2016 | TORONTO, ON

- Directed digital media strategy for community discovery platform targeting Toronto metropolitan residents
- Managed content creation and multi-channel marketing programs

FRONT-END WEB DEVELOPER CUSTOM VIRTUAL SOLUTIONS (E-SILVERCONNECT / ALLIED WEB DESIGN)

<https://customvs.com/>
FEBRUARY 2010 – 2011 | BAGUIO CITY, PHILIPPINES

- Converted design mockups (Photoshop, Fireworks) into W3C-compliant websites with semantic HTML/CSS
- Developed PHP-based functionality including contact forms and basic server-side integrations
- Enhanced user experiences through custom JavaScript implementations

PAID INTERN – JUNIOR DESIGNER BCWEPLAB INC.

AUGUST 2008 – JUNE 2009 | BAGUIO CITY, PHILIPPINES

- Assisted in the creation, design, and redesign of websites
- Contributed to logo development and branding projects
- Collaborated with senior designers to deliver client-focused creative solutions



SKILLS

DESIGN: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat Pro), Canva, CapCut, Biteable

DEVELOPMENT: HTML5, CSS3, JavaScript, JQuery, Bootstrap, PHP, MySQL, WordPress, Visual Studio Code

MARKETING: OneSignal, Mailchimp, Google Analytics, Microsoft Clarity

CRM & SUPPORT: Intercom, Zoho CRM

AI TOOLS: ChatGPT, Claude, Google Gemini

Other: Asana, Trello, Microsoft Office 365, Google Workspace, macOS, Windows, Ubuntu Linux