# Lander Matthew C. Gucela

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## Education

**School: Western Mindanao State University**                          May 2024
**Bachelor of Science in Information Technology**

## Experience

**Company: Novanox PH**                          January 7, 2025 – Present
*Brand Manager Assistant / Technical Operation Support*

- Performed data entry for Google PPC and Facebook Social deals, ensuring accurate integration into business processes.
- Integrated Stitch accounts for campaign management and reporting.
- Configured Google Analytics tagging, managed Google account domains on WordPress, and provided proxy support.
- Conducted testing and quality assurance for brand websites, including adding website links and tracking parameters in AIO Pro.
- Collaborated with cross-functional teams to troubleshoot technical challenges and implement effective solutions.

**Company: DICT Region IX & Basulta**                          February 2024-April 2024
*Student Intern*

- Implemented backend logic using PHP and Laravel to handle data processing, API creation, and user authentication.
- Managed and queried databases using SQL, ensuring efficient data retrieval and storage.
- Collaborated with the frontend team to ensure seamless integration between backend services and user interfaces.
- Involved in data entering and processing sensitive documents, strictly adhering to confidentiality protocols as outlined in the NDA.

## Skills & Certifications

- PHP and Laravel Proficiency
- Full-Stack Development Experience
- Web Development
- Application Development

## Projects

**Internship: Geotagging and Project Management System**          February 2024-April 2024
*Backend Developer*

- Developed and maintained backend functionalities using Laravel Framework.
- Implemented JSON for efficient data exchange between client and server.
- Managed database operations with SQL, ensuring reliable data storage and retrieval.

**Project: WMSU Registrar System**                          January 2023-May 2023
*Backend Developer*

- Developed backend features using Vanilla PHP to digitize and manage student records.
- Designed and implemented database schemas to support efficient archiving and retrieval of documents.
- Ensured data integrity and traceability by maintaining detailed logs of all archiving activities.