Dave Marcelino Jr.

LEAD DIGITAL DEVELOPER · FRONT-END & RICH-MEDIA

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General Trias City, Philippines

Lead Digital Developer with **years of experience in web and digital development.** Specializes in front-end development and interactive, data-driven HTML5 advertising for Google Marketing Platform, built with advanced GSAP animation and refined execution. Now leads development across the team, setting development and QA standards, training developers, and architecting the agency's next generation of interactive and data-driven ad formats.

EXPERIENCE

FiveStones

Remote · 2021 – Current

2021 Digital Developer → 2023 Senior Digital Developer → 2026 Lead Digital Developer

Lead Digital Developer — 2026 – Current

- Leads digital development across the team, establishing development and QA standards and training junior developers.
- Architects the agency's next generation of interactive and data-driven ad formats.

Senior Digital Developer — 2023 – 2025

- Led development of complex, data-driven and dynamic campaigns, from client briefs and creative development through trafficking and deployment.
- Mentored developers and contributed to the development of the agency's proprietary interactive and 3D ad formats.

Digital Developer — 2021 – 2022

- Developed interactive HTML5 advertising experiences for Google Marketing Platform, specializing in GSAP animation and dynamic, data-driven creative.
- Contributed to the agency's early Studio-based creative development workflow.

EARLIER EXPERIENCE

Web & Graphic Designer · Netsurf Media — 2020
Designed and developed web experiences while supporting ongoing website updates, maintenance, and digital content production.

Web Analyst / Designer · Active Invite Software Inc. — 2019 – 2020
Managed website publishing and maintenance through TeamSite CMS, created product, services, and press-release pages for Juniper Networks, and performed ongoing content and quality checks.

Web Graphic Designer · Pacific Sea BPO Services — 2018 – 2019
Designed and developed landing pages and digital assets for marketing campaigns, collaborating with marketing and development teams to maintain consistent visual branding.

Web Analyst / Designer · Active Invite Software Corporation — 2014 – 2018
Managed website updates and publishing through TeamSite CMS, created and maintained pages for Juniper Networks, and performed ongoing website maintenance and quality checks.

Web Designer · Circus Inc. — 2013 – 2014
Designed and developed websites, optimized images and digital assets, addressed cross-browser compatibility, and contributed to Japanese-language websites for small and medium-sized businesses.

VIEW FULL PORTFOLIO
djmarcelino.dev
Live projects, ad formats and demos

LEADERSHIP

- Development and QA standards
- Training and mentoring developers
- Campaign delivery
- Ad format architecture

SKILLS

FRONT-END & BACK-END
HTML5, CSS3, JavaScript, TypeScript, React, jQuery, Bootstrap, Tailwind, Node.js, PHP, SQL, Apps Script, AWS, Cloudflare, Vercel, Firebase, Docker

ANIMATION & ADVERTISING
GSAP, Google Marketing Platform, dynamic and data-driven creative

AI
OpenAI, Gemini, Claude

DESIGN & WORKFLOW
Photoshop, Illustrator, After Effects, VS Code, Vite, Git, GitHub, cross-browser testing

EDUCATION

B.S. Information Technology
South Mansfield College, supervised by Southville International School and Colleges