

Joshua Daniel Soriano

Experienced Front-end Web Developer and Marketing Automation SME with a focus on creating intuitive, user-centered digital experiences and solving problems through clean, efficient implementation.

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Work Experience

2X Philippines

(formerly StraightArrow Corporation, acquired 2023)

Aug 2016 – Present

Senior Solutions Developer Specialist (Marketing Automation SME)

Dec 2022 – Present

- Served as Acting Team Lead from October 2022 to May 2023 during a leadership transition, coordinating day-to-day team activities and delivery while maintaining individual contributor responsibilities
- Acted as the subject matter expert for Marketing Cloud within the Manila-based account team
- Developed and implemented marketing automation strategies to improve lead generation and customer retention
- Collaborated with cross-functional teams to support the integration of new marketing automation tools and platforms
- Provided technical guidance and mentorship to team members and supported stakeholder communication during the transition period

Web Development Specialist III

Apr 2021 – Dec 2022

- Led delivery for multiple high-impact projects within the team, acting as project coordinator to ensure timelines, scope, and quality standards were met
- Owned and maintained team process documentation, serving as a reviewer to ensure consistency, accuracy, and adherence to best practices
- Served as the primary point of contact in the Team Lead's absence, reviewing incoming client briefs, assessing requirements, and assigning work to team members' queues

Web Development Specialist II

Sep 2020 – Apr 2021

- Helped the team implement A/B testing on nurture email journeys
- Developed custom solutions using API integrations with existing and new systems in aid of lead generation and conversion

Web Development Specialist I

Aug 2018 – Sep 2020

- Generated form submission and email performance reports for the marketing team's analysis
- Coordinated with other teams to resolve platform-related issues
- Maintained basic process documentation for future reference

Web Development Associate

Aug 2016 – Aug 2018

- Delivered web and email development support for multiple enterprise clients under NDA, partnering with marketing teams to execute campaigns across B2B and B2C environments.
- Built responsive web pages, landing pages, and forms integrated with Salesforce for lead capture and tracking.
- Developed and tested responsive email templates in Eloqua and Marketing Cloud, ensuring cross-client and cross-device compatibility.
- Supported email campaigns through segmentation, A/B testing, performance reporting, and optimization.
- Managed Magento-based e-commerce content, promotions, and product updates, streamlining workflows and ensuring timely launches.
- Coordinated with stakeholders to implement best practices and documentation, improving campaign efficiency and knowledge transfer across teams.

Skillset

Programming Languages

HTML, CSS, JavaScript, T-SQL, AMPScript, JSON

Libraries & Frameworks

Bootstrap, Node.js

Tools & Platforms

OpenText, Salesforce Sales Cloud, Salesforce Marketing Cloud, Akamai, Heroku, Figma

Education

2012 – 2016

Polytechnic University of the Philippines

Bachelor of Science in Information Technology

