

Khaina Lanot

CREATIVE & WEB OPERATIONS LEADER

khainalanot@gmail.com · +63 927 760 8962 · linkedin.com/in/khainalanot · khainalanot.com

8+ YEARS LEADING WEB & CREATIVE OPS	Up to 15 CROSS-FUNCTIONAL TEAM LED	100+ INITIATIVES DELIVERED	50% ↓ PRODUCTION HOURS
--	---	--------------------------------------	----------------------------------

SUMMARY

Creative and web operations leader who builds the teams, systems, and processes that ship web and digital work at scale — owning delivery from intake and prioritization through QA, release, and governance across multiple client brands. A rare operations leader who is also deeply technical: personally built the team's AI tooling — a production MCP brand server and an AI page-generation pipeline — and ships full-stack and WordPress/WooCommerce products, bringing genuine hands-on understanding to leading technical and creative teams. Drives AI adoption as an operational edge, not a buzzword. Remote-first across time zones.

CORE COMPETENCIES

- Cross-Functional & Distributed Team Leadership
- Multi-Client / Multi-Project Prioritization
- Process Design & Operational Scaling
- Client Relationship & Stakeholder Management
- Full Website Lifecycle Ownership — Strategy → Build → QA → Governance
- AI Adoption & Enablement — Team Tooling, LLM Apps, MCP
- WordPress & WooCommerce Architecture — Marketplace, Multi-Vendor, Payment Gateways

EXPERIENCE

Website Manager & Creative Operations Manager

Oct 2021 – Present

AScaleX

- Led cross-functional teams of up to 15 across content, design, and development, ensuring structured handoffs, clear ownership, and aligned delivery timelines across distributed teams.
- Delivered 100+ web and digital initiatives on time and within budget, demonstrating operational discipline in high-volume, multi-client environments.
- Designed and implemented a centralized automated workflow system in Monday.com to manage request intake, prioritization, delegation, and reporting — consolidating ~20 fragmented boards into 3 scalable boards and significantly reducing manual coordination.

- Reduced production hours by 50% and cut design iterations by 40% by introducing formal QA checkpoints, structured feedback loops, and standardized documentation processes.
- Owned the full website lifecycle across multiple concurrent client projects — design, development, QA, and release — consistently delivering sites 50–75% faster than standard timelines while maintaining quality.
- Oversaw maintenance and governance for 8+ concurrent websites, diagnosing recurring technical issues (plugin conflicts, hosting reliability) and implementing structured update workflows, security enhancements, and documentation frameworks.
- Designed, built, and deployed a remote MCP (Model Context Protocol) server on Vercel — a multi-account brand hub (Next.js / TypeScript) that serves the agency's brand guidelines to the whole team's Claude as a custom connector, standardizing on-brand output across accounts.
- Built a custom WordPress theme with an AI-assisted page-generation pipeline (ACF blocks) that drafts and publishes new landing pages for ascalex.com and fintech-week.co, sharply reducing page-build time.

Frontend Web Developer & Senior Project Manager

Jan 2018 – Oct 2021

HPL Game Design

- Managed game illustration projects end-to-end as senior project manager — scoping deliverables, coordinating illustrators and art teams, and steering timelines from creative brief to client delivery.
- Built and maintained frontend web work in HTML, CSS, and JavaScript, translating designs into responsive, production-ready pages.
- Bridged the studio's creative and technical sides — aligning art production with development and client requirements to keep concurrent projects on schedule.

■ SKILLS & TOOLS

AI & AI Engineering	Anthropic (Claude) API & LLM app integration, MCP server development, AI-assisted coding (Claude Code), AI page-generation pipelines, prompt design, AI-driven content & QA workflows
WordPress / WooCommerce	Custom theme & custom plugin development, custom hooks & filters, plugin conflict debugging, multi-vendor marketplace builds (Dokan), payment gateway integration, ACF PRO
Frontend Development	HTML, CSS, JavaScript, jQuery, React, Next.js, TypeScript, Tailwind
Project Management	Agile, Scrum, Asana, ClickUp, Monday, Wrike, Trello
CMS Platforms	WordPress, WooCommerce, Wix, Shopify, Webflow

Email & CRM

HTML Email, HubSpot, Mailchimp, Brevo

Design & UI/UX

Photoshop, Illustrator, Figma

Other Tools

Miro, Frame.io

■ WEBSITE PORTFOLIO

One portfolio across agency and independent work — grouped by how deeply I owned each project, from end-to-end build and ownership through to maintenance and optimization.

BUILT & OWNED END-TO-END

[filiationselect.com](#)

WooCommerce

End-to-end WooCommerce marketplace build with operational ownership and maintenance.

[events.filiationselect.com](#)

WordPress · WooCommerce · Dokan

Event ticketing marketplace built on a custom WordPress plugin extending WooCommerce & Dokan — events, ticket sales, attendee registration, waivers, QR check-in, and vendor payouts. Owned end-to-end: architecture, development, and QA.

[events.midlyr.ai](#)

WordPress · ACF

Custom WordPress theme with ACF-driven content for a webinar/event site.

[passporium.com](#)

Next.js · Anthropic API

Full-stack AI travel-planning app — design and full-stack engineering (Next.js, Supabase, Anthropic API, Mapbox).

[thepickleballslam.com](#)

WordPress

Full lifecycle ownership — intake, cross-functional coordination, development, QA, and release.

[hsegolf.com](#)

WordPress

End-to-end build of a members-only site — an exclusive membership for Centurion card holders to request golf instruction, book tee times, and reach concierge — with structured release management and QA oversight.

[womenschampionsclassic.com](#)

WordPress

Website build and ongoing support.

DESIGNED & BUILT

[fintech-week.co](#)

WordPress

Website design and build on the related WordPress event platform, with ongoing maintenance, updates, and SEO.

[andkind.com](#)

Webflow

Website build from approved designs.

[lsv.eu](#)

HTML, CSS, JS

Custom-built frontend delivered directly to client with structured QA and deployment readiness.

[theawkwardstore.com](#)

Shopify

Shopify implementation of approved designs, platform configuration, and structured launch execution.

LED & MAINTAINED

complai.us

Framer

Cross-functional coordination across design, animation, and development teams; release oversight and content updates.

actualplatform.com

WordPress

Led ongoing maintenance and structured update management in partnership with a technical developer.

invitationhomescommunities.com

WordPress

Website design, site governance, standardized update workflows, and performance monitoring.

vouched.id

HubSpot CMS

Structured maintenance, content updates, SEO coordination, and controlled release management.

fintechisfemme.co

Squarespace

Structured maintenance and SEO implementation.