



Gerome Almario Tayao

IT SERVICE MANAGEMENT SPECIALIST AND
MULTIMEDIA DESIGNER

CONTACT ME



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Poblacion, Plaridel, Bulacan

SKILLS

- Microsoft Office
- Google Suite
- Canva
- Adobe Photoshop
- Adobe Animate (former Adobe Flash)
- Wondershare Filmora
- Capcut
- Basic Programming: HTML, CSS, JavaScript, Java, C++, C#, SQL, ActionScript, Lego Mindstorms Robotics
- Technopreneurship and Business Modeling
- Digital Marketing
- Email Marketing and Automation
- Information Management
- Project Management
- Service Level Management
- Customer Support
- Incident and Problem Management
- Social Media Content Creation and Management

WORK EXPERIENCE

IT Service Management Specialist January – May 2024
Results Marketing Partners | Lititz, Pennsylvania

- **Visual Content Development:** Created and designed graphics, reels, and blogs for Facebook, Instagram, and various websites.
- **Social Media Account Management:** Updated business pages for RMP, ExperiencePA, and JGIGMI using Metricool.
- **Content Scheduling:** Planned and scheduled content across social media platforms using Metricool to maintain consistent posting.
- **Performance Analytics:** Monitored and analyzed social media performance with Metricool to plan future posts based on KPIs.
- **Visual Content Development:** Created and designed graphics, reels, and blogs for Facebook, Instagram, and various websites.
- **Blog Post Administration:** Uploaded and managed blog posts on WordPress websites.
- **Webpage Design:** Developed landing pages and other webpages using Bitrix24 and WordPress.
- **CRM System Management:** Utilized Elite360/GoHighLevel and Bitrix24 to manage customer relationships, keeping CRM records current and converting leads into customers.
- **Lead Management:** Generated and managed leads using Legiit Leads, organizing and uploading them to CRM platforms for email campaigns.
- **Email Campaign Execution:** Designed, automated, and analyzed email marketing campaigns with Elite360/GoHighLevel and Bitrix24.

Work Immersion Employee November 2019
General Service Office | Municipality of Plaridel Bulacan

- **Strategic Planning:** Developed plans, strategies, and programs for purchasing, property management, maintenance, and general administration services, ensuring efficient implementation and compliance with laws and standards.
- **Event Coordination:** Assisted in the planning and execution of special events.
- **Procurement Management:** Prepared purchase orders and contractual agreements.

Graphic Designer and Multimedia Artist 2017 – Present
Freelance (Commission Based)

- **Visual Asset Development:** Creates visual assets for campaigns, websites, and printed products by conceptualizing visuals and collaborating with diverse clients.
- **Multimedia Proficiency:** Highly skilled in multimedia software, including Photoshop, Animate, Filmora, Canva, Picsart, and others, across mobile and computer platforms.

RECOGNITION / ACADEMIC DISTINCTION

- **Candidate for Magna Cum Laude**
- **Gintong Hiraya Awardee:** President's Lister (2024)
- **Philippine Startup Challenge - Regional Pitching Competition |** Finalist (2023)
- **PSITE-IRCITE IT Marketing Competition:** 3rd Place (2023)
- **Consistent Alab Outstanding BSIT Student Awardee** (2021-2022 and 2022-2023)
- **Alab Leadership Award** (2021-2022)
- **Consistent Gintong Hiraya Awardee:** Dean's Lister (2021-2023)
- **Consistent Academic Excellence Awardee:** With Honors (2018-2020)
- **Artist of the Year** (2019-2020)
- **SJA Media Club Gold Medal Award** (2019-2020)
- **ITCup 2017 Animation Category |** Top10 Finalist
- **Consistent Best in Computer** (2016-2018)

PROJECTS / RESEARCH

- **Development of Web-Based Community Management Information System for Pandi Resettlement Residences: Basis for the Sustainability of SIM Adopt-A-Barangay Program |** Capstone and Research Project
- **Inventory Management System for Rural Health Units |** Project for Web Systems and Technologies and System Analysis and Design
- **Vista Plus: A Visitor Management System for the Home for the Aged |** Project for Object-Oriented Programming and Advance Database Systems

EDUCATION

| | |
|---|-------------|
| Tertiary Education | 2020 - 2024 |
| Bachelor of Science in Information Technology with Specialization in Service Management | |
| Bulacan State University – Main Campus | |
| Guinhawa, City of Malolos, Bulacan | |
| (Degree in progress; anticipated completion in July 2024) | |
| Secondary Education | 2014 - 2020 |
| Senior High School: Academic Track – STEM Strand (Science, Technology, Engineering, and Mathematics) | |
| St. James Academy Plaridel Bulacan Inc. | |
| Sta. Ines, Plaridel, Bulacan | |
| Primary Education | 2008 - 2014 |
| Plaridel Elementary School | |
| Poblacion, Plaridel, Bulacan | |

TRAININGS AND CERTIFICATIONS

- **Certified Associate In Scrum Fundamentals - CASF™**
Certiprof | March 28, 2024
- **Business Model Canvas Essentials Professional Certification - BMCEPC™**
Certiprof | December 30, 2023
- **Digital Marketing Professional Certificate - DMPC™**
Certiprof | December 23, 2023
- **Innovation and System Logic**
International Business School – IBS Americas | July 25, 2022
- **Remote Work Professional Certification - RWPC™**
CertiProf | February 26, 2023
- **ISO/IEC 20000 IT Service Management Associate™**
SkillFront | October 20, 2022
- **Foundations of Business and Entrepreneurship™**
SkillFront | September 11, 2022
- **- Setting Up Computer Networks**
- Installing and Configuring Computer Systems
- Introduction to CSS (Computer System Servicing)
- Performing Solid Waste Management in the Workplace
TESDA (Technical Education and Skills Development Authority)
Online Program | December 24, 2021 - June 12, 2022

AFFILIATIONS

- **BulSU Microsoft Student Community**
Co-Director for Multimedia (2023-2024)
Member (2022 - 2023)
- **Junior Academic Research Enthusiast Society**
Member (2021 - 2024)
- **Society for the Welfare of Information Technology Students**
Board Member for Graphics (2023-2024)
Graphic Designer (2021 - 2023)
Layout Artist (2020 - 2021)
- **SJA Media Club**
Auditor (2019 - 2020)
- **Math and Science Club**
Treasurer (2019 - 2020)
- **SJA CompAC: Computer and Arts Club**
Vice-President (2018 - 2019)

CHARACTER REFERENCES

- **Mrs. Perlita D.C. Solomon**
Faculty, St. James Academy
Plaridel Bulacan Inc.
+63 917 170 2481
- **Mr. Ralph S. Santiago**
Former Faculty, St. James
Academy Plaridel Bulacan Inc.
+63 998 596 1127
- **Dr. Josephine R. Bayonito**
Professor VI, Bulacan State
University, College of
Information and
Communications Technology
+63 190 794 875

DECLARATION

I, Gerome A. Tayao, do hereby declare that every detail provided in this CV or Resume reflects my genuine experiences and qualifications. I assure you that I have taken great care to ensure the accuracy and truthfulness of the information presented here. I am fully aware that any false statements or misrepresentations could have serious consequences, potentially leading to my disqualification from consideration for employment opportunities. Therefore, I want to reaffirm my commitment to honesty and integrity throughout this application process.



Gerome A. Tayao

VISIT MY WEB PORTFOLIO

Scan this QR Code



or visit this link:

bit.ly/GAT_Portfolio

TRAININGS AND CERTIFICATIONS

- **"Digital Mindset: Navigating Startup Challenges to Maximize Success"**
Department of Information and Communications Technology
Region 3 | March 14, 2023
- **"2nd Lightbourn of Technology: Applied Observability"**
Society for the Welfare of Information Technology Students
February 11, 2023
- **"1st Lightbourn of Technology: Industry Cloud Platform"**
Society for the Welfare of Information Technology Students
January 28, 2023
- **Adobe Photoshop Workshop**
"Envision 2022: Transform Your Creativity Into Reality"
University of the Philippines Los Baños Industrial Engineering
Students' Organization | September 9, 2022
- **"Fake News Slayers: Pinas Forward Fact Checking Webinar"**
Pinas Forward Academy
June 18, 2022 and June 25, 2022
- **"Revamp: The New Tech Odyssey, Exploring the New and Challenging Era of Tech the CICT Way"**
"Looking through the Lens of Mobile Photography"
Cursor Publication, BulSU College of Information Communication
Technology
April 27, 2022
- **"The Quadrivial Projection of Technology: Talks with 21st Century Experts"**
"New Trends: The Generative Artificial Intelligence"
"Tech for Good: Fighting the Good Fight to Solve UN Sustainable Development Goals"
Society for the Welfare of Information Technology Students
December 2, 2021
- **"Kaka-computer Mo 'Yan! Raising the Digital Child"**
Pinas Forward Academy
September 04, 2021
- **"E Ligtas: Blocking the Dangers of the Online World"**
Pinas Forward Academy
August 20, 2021
- **"Responsible Netizenship: How to Skillfully Navigate Social Media"**
STI Student Development and Welfare Group
August 6, 2021
- **"Y4IT: Youth Congress on Information Technology"**
UP System Information Technology Foundation
December 13, 2020
- **Pre-Immersion Seminar**
"Empowered Jamean Leaders, Gifted Thru Academic Excellence"
St. James Academy Plaridel Bulacan Inc.
September 12, 2019
- **Career and Vocation Seminar**
"Your Decision is Your Future and Your Future Begins Today"
St. James Academy Plaridel Bulacan Inc.
September 13, 2019