



# CHESTERJOHN ATIENZA

## JR. DEVELOPER

### CONTACT

+63 965-7210-650

chesterjohnatienza@gmail.com

Sta. Lucia Resettlement,  
Magalang, Pampanga

### SKILLS

- PPC campaign management and Optimization
- Keyword Research and Analytics
- HTML, CSS, JavaScript, Python
- Computer Hardware and Network Troubleshooting
- Teamwork
- Detail-oriented
- Adaptability
- Willingness to learn
- Critical thinking
- Time Management
- Strong analytical skills
- Strong interpersonal

### LANGUAGES

- English (Proficient)
- Filipino (Native/Fluent)

### PROFILE

I am a digital advertising specialist with over three years of experience in Microsoft Advertising. I have supported advertisers through chat, provided onboarding consultations, optimized campaigns to improve performance, and led training as a Subject Matter Expert. I am skilled in campaign setup, troubleshooting, and budget optimization, and I'm eager to apply my knowledge to help businesses grow through paid search advertising.

### WORK EXPERIENCE

#### Teleperformance Philippines

JUNE 2023 - JANUARY 2025

Subject Matter Expert/Escalations POC

- Assist support advocates in verifying facts and details to ensure program deliverables align with policies, standards, and best practices while maintaining accuracy and timeliness.
- Responsible for managing customer complaints and resolving complex issues that cannot be addressed at the frontline level

#### Teleperformance Philippines

August 2022 - May 2023

Inbound & Outbound Advertising strategist

- Responsible for managing and optimizing online advertising campaigns to maximize ROI and drive targeted traffic.
- Manage budget allocation to ensure efficient spending and cost-per-click (CPC) optimization.
- Stay up-to-date with PPC trends, algorithm updates, and industry best practices.

#### Teleperformance Philippines

January 2022 - July 2022

Inbound Chat Support Representative

- Develop and maintain strong relationships with partners, agencies, and vendors to support marketing initiatives.
- Monitor and maintain brand consistency across all marketing channels and materials.

### EDUCATION

#### Bachelor of Science in Industrial Engineering

June 2015 -  
March 2020

Don Honorio Ventura State University

#### Secondary - Old Curriculum

June 2011 -  
April 2015

Madapdap Resettlement High School