JOSEMARIA ARCHEL G. FELISILDA

Negros Oriental, PH | LinkedIn | P:(+63) 916 636 8292 | josemariagfelisilda@gmail.com

EDUCATION

Silliman University, Dumaguete City   **Negros Oriental, PH**
BS in Business Administration; Business Analytics   *Graduation Date: May 2023 (Expected)*
Coursework: Data Warehousing, Descriptive and Predictive Analytics, Customer Analytics, Data Democratization, Data Ops, Statistics
- Dean's Lister (2019-2020), (2020-2021), (2021-2022); Academic Scholarship (2019-2022)
- Projects: Restaurant Management System; Silliman University Student Government Finance System

WORK EXPERIENCE

Office of the Vice Mayor   **Negros Oriental, PH**
Data Steward (DUMAGUETE CRIME DATA MANAGEMENT SYSTEM)   *November 2021 – May 2022*
- Spearheaded the operations of the project from identifying the actions, planning of ERD and flowchart model to the executions of the system.
- Automate the current manual system to a web-based system with database records and visualizations, satisfying the demand for convenient and easier tracking to all users of the Office of the Vice Mayor.
- Debugged issues from individual files to ensure the overall code is clean and functional.
- Raised awareness of the most repetitive criminal activities from various communities and informed the Office of the Vice Mayor about patterns revealed by the data collected.

Portal (Official Yearbook of Silliman University, Dumaguete City)   **Negros Oriental, PH**
Layout Artist   *January 2021 – November 2021*
- Steered the design executions for the style method direction of the overall aesthetic of the yearbook.
- Organized work outputs to remove unwanted duplication of files.
- Coordinated with the editorial board's creative director to increase production effectiveness and optimize workload, removing backlogs that arises.

LEADERSHIP EXPERIENCE

Business Analytics Students' Society of Silliman University   **Negros Oriental, PH**
Social Media and Creative Head   *School Year 2022-2023*
- Oversee the creatives team composed of 9+ individuals ensuring effective communication to set goals and expectations for both online and offline work.
- Analyzed data reach from Facebook's professional dashboard to attain result starting from June 2022 that has led to a 200% increase in post reach.

Business Analytics Students' Society of Silliman University   **Negros Oriental, PH**
Internal Vice President   *School Year 2021-2022*
- Proposed research and data from Facebook page statistics on findings, improvements, and implementation to strengthening social page to bring and attract potential viewers and upcoming college students.
- Maintained and build relationships with 25+ student leaders, receiving and offering partnerships to increase students' engagement and possess higher chance to be on the leaderboard of student organizations.

SKILLS & CERTIFICATIONS

Skills:
Microsoft Office (Excel, Word, PowerPoint) | Google Suites | Programming Languages (Python, PHP, SQL) | Data Analysis & Visualization | Data Warehouse/ETL | Project Management | Adobe Software (Illustrator, InDesign, Photoshop)

Certifications:
Completion – Advanced Microsoft Excel, Data Analysis with Excel Pivot Tables, Introduction to Tableau, SQL, SQL + Tableau, Probability, Introduction to Excel
Certified Financial Markets Professional (CFMP), SAP Business One – Enterprise Simulation, Google Analytics for Beginners and Advanced.