

## SUMMARY

- Working in Asiatravel.com as a Web Designer - Dubai Account
- Major strengths: Team player, able to work with minimal supervision and keen to details
- Designs and conceptualizes newsletter, EDM, Promotional Banner etc
- Converts newsletter or EDM into E-mail HTML
- Debugs and maintains asiatravel.com and designs/codes microsites
- Operates FTP software particularly Filezilla to upload files to the internet
- Developed the Management Information System of the Taytay Ice Plant (2015)
- Designed and created marketing materials for a class Culminating Business Project 2016 such as posters, tickets, banners, tarpaulin, teasers and a trailer
- Finished Professional Employment Program Training by the Ayala Education
- Visit my portfolio at [www.lazarra17.comuf.com](http://www.lazarra17.comuf.com)

## SKILLS AND ABILITIES

### Programming Skills

- *Converts newsletters and EDMs layout from photoshop into Email HTML using HTML and CSS; test the email HTML and submit on time*  
*Changes microsite layout from photoshop to HTML; successfully live the web page in the internet*  
*Creates, Reads, Updates and Delete hotel profiles in asiatravel.com; Successfully created/updated hotel profile and live it in the asiatravel.com and hid inactive hotel profile*
- *Operates File Transfer Protocol (FTP) software particularly Filezilla to upload and update files of asiatraveldubai.netai.net, lazarra17.comuf.com and New Taytay Ice Plant to the internet; Successfully uploaded and updated all files in its respective domains*  
*Improved and enhanced static arabic website of asiatravel.com by converting it to responsive website using Bootstrap, fontawesome, JQuery etc; Successfully improved the website's view*  
*Programmed Digital Notice Board (2016) website using wordpress.org (PHP). Created personalized themes and layout. Successfully absorbed by the client.*

- *Developed Management Information System for New Taytay Ice Plant to improve company's operations: from traditional to digital; from manual to automatic and was absorbed by New Taytay Ice Plant*
- *Built various programs or system for various purposes like MIS, Blogs, Email HTML and Responsive/Static Web Sites using **HTML, CSS JAVASCRIPT and PHP & MySql; CSS/JS Frameworks: Bootstrap, FontAwesome MaterializeCSS, JQuery and AngularJS; CMS: Wordpress; Code Editor: Adobe Dreamweaver and Brackets***

## Multimedia Skills

- *Conceptualizes and designs Email Direct Marketing(EDM) layout or newsletters, Facebook Banner, Microsites and other promotional materials using Adobe Photoshop and Illustrator; Successfully created competitive promotional materials and microsites.*
- *Designed marketing material for class Culminating Business Project like posters, tickets, banners or tarpaulins using Adobe Photoshop; reached more people about the product and advertised efficiently*

## Technical Support Skills

- *Addressed computer problems specific to software and hardware issues; probed effectively and listened attentively to identify the root cause of the problem; resolved the issue immediately*
- *Fortified working stations from the risk of viruses and malwares by installing protection software and utility software followed by giving tips to the user to prevent viruses and malwares to its workings stations*

## PROFESSIONAL WORK EXPERIENCE

**Asiatravel.com**

April 2016 - Current

Web Designer - Dubai Account

This position involves designing marketing materials, creating and coding microsites, debugging and maintaining asiatravel.com web content

## Achievements and Contribution

- **Arabic Site Project** - Developed the Asiatravel.com arabic website project. Migrating from static web pages to responsive web pages and the content is in arabic language
- **Microsite and Newsletters** - Designs newsletters and convert it to Email HTML then request to email blast. Create and update microsites or existing microsites

- **Maintain Web Content** - Debugs broken links and images in the website [www.asiatravel.com](http://www.asiatravel.com). Keep the website content updated and replace low quality images
- **Promotional Banners** - Designs promotional banners for facebook, B2C and B2B

## TRAINING/CERTIFICATION

### **Professional Employment Program**

October 2015 – March 2016

Ayala Education Inc.

80 Shaw Boulevard, Mandaluyong City

Skilled in:

- *Phone Banking Customer Service*
- *Technical Support Service*
- *Sales Delivery*

### **Networking Admin Assistant (OJT)** Dec. 2013 – May 2014

Department of Local and Interior Government

EDSA corner Quezon Ave, Quezon City, Metro Manila

Handled Internet, hardware and software related tasks such as:

- *Troubleshooting Internet Connection*
- *Network Cabling and Tracing*
- *Installing Internet Connection*
- *Managing Switches and Hubs*
- *Connecting UTP to the Patch Panel*

### **Computer Technician and Junior Programmer (OJT)**

April 2013 – June 2013

Department of Trade and Industry

385, 4th Floor, Industry and Investments Building, Senator Gil J. Puyat Avenue

Handled internet, hardware and software related task such as:

- *Removing Malicious Software and Virus*
- *Cleaning and Optimizing Computer System*
- *Installing Protection and Utility Software*
- *Troubleshooting Printer Problems*
- *Assembling a New Computer*
- *Reformatting Windows XP, Vista and 7*
- *Developed Inventory System for DTI with Barcode Reader Device using VBA*

## SEMINARS ATTENDED

- *1<sup>st</sup> NATIONAL ICT Conference “Conquering the Present and Future ICT Challenges” at PUP, Feb. 21, 2013*  
*WordPress CMS Workshop at Jose Rizal University, Oct. 24, 2015*  
*Content Management Drupal and PL/SQL: Unveil the Power of Back End Manipulation at Polytechnic University of the Philippines, Sept. 17, 2013*  
*Web Development Using Ruby on Rails and Mobile Technology with Cloud Computing and Technopreneurship at PUP, September 18, 2013*  
*JQuery and Introduction to Advanced Flash Animation with Basic AfterFX at Polytechnic University of the Philippines, Sept. 18, 2013*  
*1s MULTIMEDIA FESTIVAL with the theme Multimedia Literacy Towards Global Competitiveness and Sustainable Development, Sept. 27, 2013*

## EDUCATION

### **Bachelor of Science in Information Technology**

2014 – 2016

Jose Rizal University  
 80 Shaw Boulevard, Mandaluyong City

### **Information Communication Management Technology**

2011 – 2014

Polytechnic University of the Philippines  
 NDC Compound Pureza St., Sta. Mesa Manila

**Ladderized**

## REFEREES

### **Ross Klem R. Antonio**

Program OIC  
 Ayala Education, Inc.  
 21/F Pearl Bank Centre, Valero St., Salcedo Village,  
 Makati City, 1226  
 09175639849

### **Andy Pascua**

Facilitator  
 PEP Ayala Education Inc.  
 21/F Pearl Bank Centre, Valero St., Salcedo Village,  
 Makati City, 1226  
 09178952639