



# JOHN JEFFERSON B. MANALO

Sitio Abaton, Brgy. Parang, Calapan City Oriental Mindoro

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## CAREER OBJECTIVE

*“As a skilled and versatile freelancer, my goal is to leverage my expertise and experience to help businesses achieve their goals and grow their brands. With a passion for creating compelling content and a commitment to delivering high-quality work, I strive to provide exceptional value to every client. By collaborating closely with clients to understand their needs and goals, I aim to deliver customized solutions that drive results and exceed expectations. Whether working on a short-term project or a long-term partnership, my goal is to establish strong relationships based on trust, communication, and mutual success.”*

## PERSONAL INFORMATION

Age	:	24 years old
Birth date	:	August, 25 1998
Birthplace	:	San Antonio, Calapan
Gender	:	Male
Status	:	Single
Citizenship	:	Filipino
Dialects	:	Tagalog/English
Religion	:	Roman Catholic
Height	:	155 cm (5,4)
Weight	:	52 kgs.
Father's Name	:	Joseph B. Manalo
Father's occupation	:	Port Worker
Mother's Name	:	Janneth B. Manalo
Mother's occupation	:	Housewife

## ACHIEVEMENT

- Successfully designed and launched a new website for a local business, resulting in a 50% increase in online sales
- Created a series of visually striking social media graphics that helped increase engagement and followers by 20%
- Led a team of designers in the creation of a new branding campaign for a major corporation, resulting in a 15% increase in brand awareness.
- Received an award for Best Design in a student competition for a mobile app design project.
- Implemented a responsive design system that improved the mobile user experience and increased mobile traffic by 35%
- Developed a UI/UX design that resulted in a 15% increase in conversion rates on an e-commerce website.
- Designed and executed a successful marketing campaign for a new product launch, resulting in a 25% increase in sales.
- Developed a design system for a SaaS company that led to a 20% decrease in support tickets related to design and user experience.
- Led a redesign of a company's website that resulted in a 50% decrease in bounce rate and a 25% increase in average time on site.

## CHARACTER REFERENCES

### Jowe Leonilo M. Bautista

TVL Subject Group Head  
Baco, Oriental Mindoro  
Mobile No: 0915-139-0218

### Jonnedel A. Baquiran

Adviser  
Balite, Calapan City  
Mobile No: 0995-866-4381

### Genriel R. Geniza

ICT Coordinator  
Victoria, Oriental Mindoro  
Mobile No: 0998-331-7835

## EDUCATIONAL BACKGROUND

### TERTIARY:

Mindoro State University  
Barangay, Masipit,  
Calapan City, Oriental Mindoro  
Bachelor of Science in Information Technology (BSIT)  
S.Y. 2021-2024

### SENIOR:

Oriental Mindoro National HighSchool  
Barangay, San Vicente East,  
Calapan City, Oriental Mindoro  
TECH-VOC (I.C.T)  
S.Y. 2019-2020

### SECONDARY:

Parang National High School  
Barangay, Parang Calapan City,  
Oriental Mindoro  
S.Y. 2017- 2018

### PRIMARY:

Parang Elementary School  
Barangay, Parang Calapan City,  
Oriental Mindoro  
S.Y. 2010-2011

## SKILLS AND ABILITIES

- Proficient in Adobe Creative Suite, specifically Photoshop, Illustrator, and InDesign
- Strong knowledge of web design, including HTML, CSS, and JavaScript
- Experience with motion graphics and video editing software such as Adobe After Effects and Premiere Pro
- Strong understanding of color theory, composition, and typography
- Excellent attention to detail and ability to produce high-quality, visually appealing designs.
- Strong problem-solving skills and ability to work independently and in a team environment.
- Excellent communication and presentation skills, ability to explain design decisions and take feedback.
- Experience with user interface and user experience design principles
- Familiarity with branding and marketing concepts
- Strong understanding of responsive design and cross-browser compatibility
- Experience creating graphics for social media and digital marketing campaigns.
- Understanding of accessibility and web standards best practices

*“I hereby certify that the above information is true and correct to the best of my knowledge and belief.”*

JOHN JEFFESON B. MANALO  
Applicant