

# Zhyron Wynriel Alimon

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## WORK EXPERIENCE

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### Calabria Company Limited (Novellino)

October 2024 – Present

*Trade Marketing Associate | Sales and Marketing*

*Makati City*

- Executed strategic 412 activations nationwide resulting in increased brand awareness and market presence.
- Produced 71 visually engaging graphic materials for various platforms, including social media, mass displays, and in-store signage, resulting in increased brand visibility and customer engagement.
  - Content contributed to 137.1% surge in reach, 322.5% content interactions, and 212.9% Link Clicks
- Collaborated closely with the team to set up and operate a live selling process that generated sales of almost PHP 300k within a span of 3.5 hours.

### Graphic Designer and Logo Animator

March 2019 – November 2023

*Freelancer*

*Ligao City*

- Utilized Adobe Illustrator and After Effects to design and animate logos for various clients, resulting in an increase in brand awareness.
- Ensured quality control and consistency by paying strong attention to detail throughout the editing process resulting in a 95% client satisfaction rate.

### Mayon 4Wheeling Laundry

December 2022 – May 2023

*Financial Operations Associate*

*Daraga, Albay*

- Developed and implemented an invoice generation system using Microsoft Excel, resulting in a reduction in processing time and a decrease in billing errors.
- Crafted and distributed price increase letters to 3 clients securing an exceptional retention rate and driving an average revenue upswing of 10% per client.

### Bose Bose and Associates Law Offices

June – August 2022

*Financial Operations Associate*

*Legaspi City, Albay*

- Developed and implemented an invoice generation system using Microsoft Excel, resulting in a reduction in processing time and a decrease in billing errors.
- Crafted and distributed price increase letters to 3 clients securing an exceptional retention rate and driving an average revenue upswing of 10% per client.

### Cinnabien Pastries and Treats

July – October 2020

*Financial Operations Associate*

*Legaspi City, Albay*

- Developed and implemented an invoice generation system using Microsoft Excel, resulting in a reduction in processing time and a decrease in billing errors.
- Crafted and distributed price increase letters to 3 clients securing an exceptional retention rate and driving an average revenue upswing of 10% per client.

## LEADERSHIP & VOLUNTEER EXPERIENCE

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### Supreme Student Council & Political Science Society

February 2022 – May 2023

*Treasurer*

*Legaspi City*

- Revamped financial management for student council activities through an Excel-based budget tracker, secured a 15% funding boost via adept sponsorship packages, and spearheaded events with budgets ranging from PHP 20,000 to 200,000.

### Institute of Computer Engineers in the Philippines (ICPEP) Region V

September 2019 – February 2020

*Auditor*

*Naga City*

- Established strong connections with key stakeholders within the technology and engineering community, leading to collaborative partnerships that enhanced knowledge-sharing opportunities and fostered innovation.

### Parish Pastoral Council for Responsible Voting (PPCRV)

May 2022

*Electoral Vote Tabulator*

*Ligao City*

- Tabulated electoral votes accurately and efficiently as a volunteer during the May 2022 elections.

### Legal Network for Truthful Elections (LENTE)

May 2022

*Elections Surveillance Specialist*

*Ligao City*

- Actively monitored and ensured the integrity of electoral processes during the May 2022 elections.

### Hoops For A Cause (HFAC)

September 2019 – January 2021

*Member and All-rounder*

*Ligao City*

- Contributed to community development as a dedicated organization member, leveraging basketball as a tool for positive change. Implemented impactful initiatives such as 5 peso basketball clinics and organized donation drives to support families and individuals affected by the pandemic.

## PROJECTS

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### [Personal Website](#)

- Developed and constructed an engaging personal portfolio website highlighting professional achievements, skills, and projects. Incorporated HTML, CSS, and JavaScript to enhance interactivity and provide a dynamic user experience.

### Developmental Model for the Transition from Government to E-Government in the Philippines

- Researched and analyzed government modernization efforts in the Philippines, identifying key areas for improvement and technological integration to enhance public services and governance.

### AI Powered Voice Chat Robot

- Engineered and AI-powered voice chat robot using MIT App inventor, Kodular, and integrating the ChatGPT API, resulting in a dynamic conversational experience with automated responses.

## DEVELOPMENT, SKILLS, & INTERESTS

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### Development:

- DICT Cybersecurity Webinar, ICPeP Arduino Workshop, UST-L Research Festival Presenter, UST-L Employee Sportsfest Judge, Email Marketing and Business Automation Webinar, AI in the workplace Webinar, META Brilliant Basics.

### Skills:

- Graphic Design, Logo Design, Video Editing, Logo Animation, Trade Marketing, Digital Marketing, Content Management, Front End Programming, Financial Tracking, Stakeholder Relationship Building, Programming and Computer Literacy.

### Interests:

- Financial wealth, Reading, Programming, Philosophy, Music, Instruments, Historical Civilizations, Gaming, Food, and Travel.

## EDUCATION

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### University of Santo Thomas - Legazpi

*Scholar | Bachelor of Arts in Political Science*

- Fra. Angelico Award, Best Thesis in Knowledge Generation, Loyalty Award

*Additional coursework:*

Programming Logic and Design; Differential Calculus; Engineering Drawing & Plans; Chemistry for Engineers

**June 2023**

*Legazpi City*

### University of Santo Thomas - Legazpi

*High School Diploma | Science, Technology, Engineering and Mathematics (STEM+)*

- With Academic Distinction, Special Talent Award in Research, Loyalty Award

**March 2019**

*Legazpi City*