

Zhyron Wynriel Alimon

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WORK EXPERIENCE

Calabria Company Limited (Novellino)

October 2024 – Present

Trade Marketing Associate | Sales and Marketing

Makati City

- Executed strategic 461 activations nationwide resulting in increased brand awareness and market presence.
- Produced 76 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

Intern

Legazpi City, Albay

- Conducted thorough legal research, utilizing advanced legal research tools and databases to analyze case-related information and precedents resulting in improved trial strategies.
- Maintained open lines of communication with clients, conducting regular interviews and ensuring confidentiality throughout the internship.
- Efficiently Managed administrative responsibilities such as appointment scheduling and calendar management for a team of attorneys, contributing to improved efficiency and productivity.

Cinnabien Pastries and Treats

June 2020 – May 2021

Bookkeeper

Legazpi City, Albay

- Managed financial operations overseeing budget tracking, income analysis and pricing strategies to ensure optimal financial health and efficiency.

J&K Medical Supplies

August 2020 – June 2021

Social Media Manager / Co-Owner

Legazpi City, Albay

- Orchestrated order management, content creation, and inventory oversight fostering engagement and driving sales within the medical supply industry.

LEADERSHIP & VOLUNTEER EXPERIENCE

Supreme Student Council & Political Science Society

February 2022 – May 2023

Treasurer

Legazpi 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

[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 an 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

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, Trade Marketing, Activations, Agency Coordination, Content Management, Social Media Marketing, Meta and TikTok Ad buying, SEO, Project Management, Digital Marketing.

Interests:

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

EDUCATION

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