BILL CASTILLO

Age: 23 / Male

Status: Single

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OVERVIEW

My goal is to become a fully versatile marketing and tech professional. Right now, I'm a Web Developer & Designer who's striving to have a career in Creative Marketing and Software Development.

EXPERIENCE

Enigma Beauty Group / Dubai / November 2014 – November 2016
Marketing Admin / IT Specialist
As part of the Marketing Team, my main role is to administer, create, and update the contents of the website; create various multimedia materials; and provide general IT support. I also assist in all other business maneuvers:

- Build & maintain a website
- Create & schedule social media posts
- Create web & digital content (articles, graphics, product & brand presentations)
- Monitor and evaluate analytics
- Providing support, resource, and coordinate with the sales team
- Organize marketing campaigns (newsletters, social media, promotions)
- Develop automation programs & chatbots
- Supervise day-to-day activities of the shop
- Resolve client related issues & requests

Magsaysay Group of Companies / Manila / April 2013 - July 2013
IT Support
As part of the Systems Development Department, our job is to take care and mitigate all technical problems that occurs or may occur. Moreover, we take advantage of the existing technologies to improve the overall productivity and performance of the whole organization.

SKILLS

Digital Marketing
Graphics Design / Social Media Campaign / Search Engine Optimizations / Newsletters / Layout Design

Web Development and Design / Programming
HTML5 / CSS3 / SASS / Stylus / Javascript & JQuery / Bootstrap
Content Management Systems (CMS) / Wordpress / Jekyll / Git

Photo / Music & Video Editing
Photoshop / Illustrator / Premiere

Information Systems
Data Analysis / Data Structure / Analytics

OTHER SKILLS

- Social Media Marketing
- Computer Assembly (Software & Hardware)
- UX / UI Design
- Adaptive & Flexible
- Organized

- Capable leader & team member
- Proficient in analytical thinking
- Proficient in MS Office Programs
- Administration Skills
- Automation Programs

EDUCATION

University of Santo Tomas / Manila, Philippines
Bachelor of Science in Information Systems (June 2010 - April 2014)