

BILL CASTILLO

Age: 23 / Male

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Status: Single

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OVERVIEW

My goal is to become a fully versatile marketing and tech professional. Until then, 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 / All Around

As part of the Marketing Team, my main role is to administer, create, and update the contents of the website; create content for various social media. I also assist in all other business manoeuvres.

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

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 / Online Promotions / Newsletters

Web Development and Design / Programming

HTML5 / CSS3 / SASS / 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)