

BILL CASTILLO

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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 Marketing and Software Development.

EXPERIENCE

Enigma Beauty Group / Dubai / November 2014 - Present

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.

- Create & Schedule social media posts
- Send newsletters
- Build & maintain a website
- Create web & digital content
- Create product & brand presentations
- Coordinate with sales team
- Organize marketing campaigns
- Develop automation programs

Magsaysay Group of Companies / Manila / April 2013 - July 2013

IT Support / All Around

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 / 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)