BILL CASTILLO

Age: 22 / Male

Status: Single

Visa: Resident Visa

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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 [Nov 2014 – Nov 2016]

Marketing Admin / Marketing Coordinator / IT Support / Admin

As part of the Marketing & Sales Team, my main role is to provide materials to support the Sales team. Create content for various social media channels; create & send marketing campaigns; and create web content. I also assist in all other business manoeuvres.

- Create & organize social media content & strategy
- Send monthly newsletters / promotions
- Create web & digital content for various online channels / blogs
- Create product & brand presentations
- Create & design catalogues / brochures
- Coordinate with sales team
- Organize marketing campaigns
- Develop automation programs
- Design, build & maintain a website
- Optimize website & improve SEO rankings
- Maximize company's online presence
- Organize & document brands & products information
- Register all products to Municipality for certification
- Ensure good condition of company computers / equipment
- Support all staff on IT related inquiries

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 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)