

# Ma Cristina Ecal

Legazpi

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I'm a dedicated and results-driven professional, I take pride in my ability to effectively manage data entry and research tasks, as well as my keen eye for detail and commitment to accuracy. With a proven track record of learning new systems quickly, I am confident in my ability to tackle any challenge with ease.

I am also committed to my personal growth, consistently pushing myself to improve my skills and knowledge in order to stay at the top of my game. As a remote worker, I am comfortable with the demands of working from home and the flexibility of night shift schedules.

Let me put my skills and experience to work for you!

## Personal Details

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**Citizenship:** Filipino

## Work Experience

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### Senior Associate

Innodata Knowledge Services Inc - Legazpi

May 2012 to Present

Working in the knowledge process outsourcing (KPO) industry has honed my ability to rapidly acquire new skills and knowledge. Due to the nature of our work, which involves frequent project transitions, it is essential to swiftly assimilate information related to new projects. This demand has trained me to be a fast learner, allowing me to efficiently grasp project-specific information and apply it effectively to my work.

### Administrative Clerk

Magic24 Marketing - Legazpi

January 2009 to April 2011

My experience as an Administrative Clerk has enabled me to develop skills such as being organized, communicating well, time management, attention to detail, and problem-solving, which can be applied in other companies and industries to benefit their operations.

## Education

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### Graduate in Stenography

Alternative Learning System - Legazpi

July 2018 to November 2018

## **College Graduate in Computer Programming NC II**

Southern Luzon Technological College Foundation Inc. - Legazpi

June 2007 to March 2010

### Skills

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- Researching (10+ years)
- Data entry (10+ years)
- Data analysis skills (10+ years)
- Data mining (10+ years)

### Certifications and Licenses

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#### **Administrative Support, Cert No:1935-29892846**

March 2023 to Present

My Learning Outcomes:

1. Develop effective time management skills to enhance productivity.
2. Acquire practical skills to refine organizational abilities.
3. Optimize the utilization of voicemail, emails, and interoffice mail for efficient communication.
4. Implement strategies to optimize office space and create a conducive work environment.
5. Create a workflow pattern diagram to enhance efficiency in the workplace.
6. Utilize proven techniques to increase productivity within limited time.
7. Understand and utilize the 'work breakdown structure' (WBS) document for effective communication and collaboration.
8. Learn to prioritize tasks and manage deadlines effectively.
9. Handle specific tasks that require precise organization and execution.
10. Gain proficiency in handling special tasks encountered in administrative roles.
11. Develop effective verbal and non-verbal communication skills for various situations.
12. Learn to work independently, make decisions, and resolve issues with minimal supervision.
13. Understand when to be assertive and when to collaborate as part of a team.
14. Cultivate a positive relationship with managers to increase responsibility and independence.
15. Acquire the necessary skills to become an organized and efficient administrative professional.
16. Prepare for future growth and advancement in the field of administration, potentially leading to an office manager role.

#### **Copywriting for Conversions: How to Write Persuasive Content, Cert No:1959-29892846**

March 2023 to Present

My Learning Outcomes:

1. Understand the importance of persuasive content in making website, blog posts, and social media pages stand out in a competitive online environment.
2. Learn the principles and techniques of conversion copywriting to create attention-grabbing and persuasive content.
3. Recognize the significance of effective word usage in driving conversions and achieving desired actions from readers.

4. Comprehend the role of copywriting in establishing a connection with readers and painting vivid imagery in their minds.
5. Develop the ability to lead readers towards taking specific actions, such as making a purchase, subscribing to an email list, filling out a form, or clicking a link.
6. Identify the goals of your content and apply appropriate copywriting strategies to achieve those goals, whether it's increasing sales, gaining more subscribers, or generating appointments.
7. Enhance your writing skills to effectively communicate with your target audience and elicit desired responses.
8. Explore different writing techniques to captivate and engage readers, keeping them interested and motivated to take action.
9. Learn how to align your content with the needs and preferences of your target audience to increase its impact and effectiveness.
10. Gain insights into the psychology of persuasion and understand how to leverage it in your content writing.
11. Acquire knowledge of persuasive language patterns, storytelling techniques, and emotional triggers to create compelling content.
12. Understand the role of design in supporting persuasive content and learn how to strike a balance between visual appeal and written message.
13. Measure and analyze the effectiveness of your persuasive content using relevant metrics and tools.
14. Apply learned techniques and principles to optimize existing website content, blog posts, or social media pages for better conversions.
15. Develop the confidence and skills to craft persuasive content that differentiates you from the competition and achieves your desired outcomes.

## **Facebook Advertising for Beginners, Cert No:1928-29892846**

March 2023 to Present

My Learning Outcomes:

1. Understand the process of setting up and running a Facebook Ads campaign.
2. Overcome the initial complexity and perceive the simplicity behind creating and managing ads on Facebook.
3. Familiarize yourself with the various aspects involved in setting up a Facebook page for advertising purposes.
4. Prepare your Facebook page to effectively run ads and optimize their performance.
5. Identify and define your target audience on Facebook, enabling you to reach the right people with your ads.
6. Discover methods to create visually appealing and attention-grabbing images for your Facebook ads.
7. Learn to write concise and compelling ad headlines and text that effectively communicate your message.
8. Gain proficiency in setting up and launching a Facebook Ads campaign.
9. Acquire knowledge of Facebook's Ad Policies and Terms of Use to ensure compliance and avoid advertising account bans.
10. Recognize potential pitfalls and common mistakes that can lead to disapproved ads or banned accounts, and learn how to avoid them.
11. Develop the skills to pull together all the necessary elements for a successful Facebook Ads campaign.

12. Apply the learned techniques to effectively target your desired audience, create engaging ads, and achieve campaign objectives.
13. Gain confidence in navigating the Facebook Ads platform and using its features to your advantage.
14. Understand the importance of tracking and analyzing campaign performance, and utilize relevant metrics and tools to measure success.
15. Enroll in the online course and gain practical knowledge and skills in setting up new Facebook pages, creating ads, finding target audiences, and running successful ad campaigns.

## **Introduction to Data Analysis, Cert No:4039-29892846**

March 2023 to Present

My Learning Outcomes:

1. Understand the four basic tools of data analysis essential for data analysts.
2. Gain an overview of the course agenda and the definition of a process.
3. Learn about effective management and its three strands as outlined in Brian Joiner Deming's book "Fourth Generation Management."
4. Develop skills to analyze customers and ask relevant questions when dealing with them.
5. Explore the principles of process management and understand how each business process operates in its current condition.
6. Learn about Deming's chain reaction and its relation to the principles of process management.
7. Develop teamwork skills and take responsibility for mistakes and setbacks to improve processes.
8. Recognize the dangers of bad data reporting and understand the principles of good data analysis.
9. Familiarize yourself with four performance data tools for data analysis: Pareto Chart, histogram, Run Chart, and Control Chart.
10. Learn how to interpret and utilize each of the four data analysis tools effectively.
11. Engage in exercises and walkthroughs using the four data analysis tools to gain practical experience.
12. Understand the nature and principles of variation in process performance and measure the background levels of a business process.
13. Develop strategies for dealing with special and common cause variations.
14. Learn how to use data to drive meaningful improvement in businesses and enhance the value of products and services to appeal to customers.
15. Acquire skills to define problems and analyze the current situation in a business.
16. Suitable for data analysts, business managers, accountants, or anyone interested in using data to improve business performance.
17. Enroll in this free data analytics course to gain the valuable skill of data analysis, opening up more career opportunities.

## **Know Your Customer & Customer Due Diligence Training, Cert No:4908-29892846**

March 2023 to Present

My Learning Outcomes:

1. Understand the significance of "Know Your Customer" (KYC) procedures in combating financial crimes and fraud.
2. Familiarize yourself with the various procedures involved in the KYC process, such as ID card verification, document verification, and face verification.
3. Learn how to assess customer risk and comply with anti-money laundering (AML) laws and regulations through KYC procedures.

4. Gain knowledge of the objectives, compliance framework, and benefits of KYC.
5. Develop skills in conducting proper customer due diligence as part of the KYC process.
6. Learn the steps and methods for carrying out KYC verification and collecting data from documents.
7. Identify risk indicators and types of transactions that may pose a likelihood of risk.
8. Understand when extensive verification and monitoring processes are necessary for high-risk clients.
9. Study the stages of money laundering and recognize examples of each stage.
10. Learn about AML (Anti-Money Laundering), AML compliance, AML compliance programs, AML monitoring, and the client onboarding process.
11. Explore the regulatory bodies governing KYC and AML compliance in different industries.
12. Understand the penalties associated with non-compliance of financial institutions to KYC and AML regulations.
13. Apply knowledge gained to verify the identity of clients and establish healthy business relationships to prevent fraudulent activities such as money laundering and terrorism financing.
14. Suitable for business owners, managers, entrepreneurs, and individuals in the business and financial sectors.
15. Enroll in this course to gain a comprehensive understanding of KYC and AML procedures, enhancing your ability to intercept and prevent financial crimes.

## **The Complete Social Media Marketing Course, Cert No:2623-29892846**

March 2023 to Present

### **My Learning Outcomes:**

1. Gain comprehensive knowledge and step-by-step instruction in social media marketing on popular platforms such as Facebook, Twitter, YouTube, Instagram, LinkedIn, and Pinterest.
2. Learn from experts in the field who will provide over-the-shoulder training, making the complicated processes easier to understand and implement.
3. Acquire practical skills through real-world application rather than just theoretical knowledge.
4. Understand the importance of funnel building in social media marketing to capture customer leads and drive conversions.
5. Learn how to effectively use funnels to maximize profits and increase sales.
6. Discover the significance of split testing in social media marketing and how it can enhance marketing results.
7. Suitable for online entrepreneurs, brick-and-mortar businesses, educators, coaches, and anyone looking to sell products or services.
8. Overcome the challenges of selling products or services online by gaining a clear understanding of the social media marketing process.
9. Explore the cost-effective nature of social media marketing, which can yield high effectiveness compared to other forms of advertising.
10. Gain the confidence and knowledge to successfully execute social media marketing strategies and capitalize on the opportunities presented by various platforms.
11. Develop skills to effectively engage with and convert potential customers into buyers through social media channels.
12. Stay up-to-date with the latest trends and best practices in social media marketing, ensuring that your marketing efforts remain relevant and effective.
13. Don't miss out on the opportunities that social media marketing provides for promoting and selling products or services. Enroll in this course to unleash your marketing potential.

## **General Data Protection Regulation (GDPR), Cert No:1401-29892846**

March 2023 to Present

My Learning Outcomes:

1. Understand the importance of GDPR (General Data Protection Regulation) for businesses that collect data on individuals and the potential consequences of non-compliance.
2. Gain clarity on the key principles of GDPR, including consumer data control and privacy protection for children under 16.
3. Learn the specific requirements that both large and small organizations must meet to comply with GDPR standards.
4. Receive guidance on how small enterprises can securely and legally handle consumers' personal data.
5. Familiarize yourself with the role of the Data Protection Officer (DPO) and their significance in ensuring GDPR compliance.
6. Learn about the steps organizations can take to secure cloud-based environments and protect data privacy.
7. Develop a comprehensive understanding of GDPR regulations and how they apply to your business.
8. Acquire the necessary knowledge to ensure that your company meets GDPR standards, reducing the risk of heavy fines and potential bankruptcy.
9. Recognize the importance of taking proactive measures to protect your business and consumers' data.
10. Start implementing GDPR compliance practices today to safeguard your business and establish trust with your customers.
11. Stay updated on any changes or updates to GDPR regulations and adapt your business practices accordingly.
12. Enroll in this course to gain the vital information and skills needed to protect your business and comply with GDPR requirements.