

Mark Anthony Balo

Corporate Digital Marketing Analyst
Front-end Web Developer

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Relevant Experience

Corporate Digital Marketing Analyst · Front-end Web Developer

Accenture Inc. 2023 — Present

- Manage and update website content using the Adobe Experience Manager (AEM) CMS platform.
- Collaborate with cross-functional teams to gather requirements and implement website enhancements.
- Develop and implement custom components, templates, and workflows using HTML, CSS, and JavaScript.
- Ensure website functionality and user experience are optimized across different devices and browsers.
- Collaborate with designers to translate visual designs into AEM-compatible templates and stylesheets.
- Integrate third-party systems, plugins, and APIs into the website as needed.
- Troubleshoot and resolve technical issues related to AEM CMS and frontend development.
- Conduct quality assurance testing to ensure the accuracy and functionality of the website.
- Stay up to date with the latest AEM features, updates, and best practices.
- Provide support and training to internal stakeholders on CMS usage and frontend development techniques.

Corporate Digital Marketing Analyst · Web Developer

Accenture Inc. 2016

- Manage and update website content using the Sitecore CMS platform.
- Collaborate with cross-functional teams to gather, organize, and publish content.
- Ensure consistency and accuracy of content across the website.
- Optimize website performance and user experience through effective content management.
- Create and maintain content publishing workflows and processes.
- Monitor website analytics and generate reports to identify areas for improvement.
- Provide support and training to internal stakeholders on CMS usage and content management guidelines.

Skills

Programming Languages

HTML, CSS, JavaScript

Libraries & Frameworks

jQuery, Bootstrap, Tailwind

Tools & Platforms

Sitecore, AEM (Adobe Experience Manager), Figma

Education

Mindanao State University – Iligan Institute of Technology

Bachelor of Science in Industrial Automation and Mechatronics (BSIAM)

Diploma in Electronics and Engineering Technology

Interests

Photography, Travel, Science Fiction Movies, Nintendo Switch Games