

# Mary Grace D. Felipe, PTRP

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Portfolio: iamgracefelipe.github.io/portfolio | LinkedIn: linkedin.com/in/iamgracefelipe

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## Front-End Web Developer | UI/UX Developer | Junior Software Engineer | SEO and Digital Marketer

Results-driven certified web developer and digital marketer with a growing expertise in Front-End Development, UI/UX Design, SEO, and Software Engineering. Passionate about creating high-performance, responsive, user-friendly digital web experiences. I specialize in HTML5, CSS3, JavaScript, WordPress with a strong background in data-driven digital marketing, analytics and business management.

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### Core Competencies

- **Web Development:** HTML5, CSS3, JavaScript, Responsive Design, Bootstrap, WordPress (PHP), UI/UX Prototyping
  - **UI/UX Design:** Wireframing, Prototyping, User Research, Figma, Thunkable, Canva
  - **Software Development:** JavaScript, Git/GitHub, VS Code
  - **Marketing & Analytics:** SEO, Google Analytics, Meta Ads Business Tools, Social Media Marketing, Keyword Research, On-Page & Off-Page SEO
  - **Business Management:** Financial Analysis, Budget Forecasting, Scheduling, Documentation
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### Education

- B.S. Information Management | Asia Pacific College (2005 – 2007)
  - B.S. Physical Therapy | Pamantasan ng Lungsod ng Maynila (1997 – 2003)  
Licensed Physical Therapist (PTRP), Philippines
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### Certifications

- **Developing Websites and Front-Ends with Bootstrap** – IBM Developer Skills Network (February 2025)
  - **Designing User Interfaces and Experiences (UI / UX)** – IBM Developer Skills Network (February 2025)
  - **Software Engineering Essentials** – IBM Developer Skills Network (January 2025)
  - **Front-End and Web Development** – IBM Developer Skills Network (January 2025)
  - **Entry Level JavaScript Programmer** – Cisco Networking Academy (December 2024)
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### Professional Experience

**Freelance Digital Marketer** | Bailen Bali Garden Private Resort and Events Place | 2021 – Present

- Developed and executed digital marketing strategies, increasing social media engagement by 50%.
- Managed Facebook, Instagram and Airbnb ad campaigns, boosting event bookings and Airbnb reservations by 30%.
- Created SEO-optimized content, improving website traffic and visibility on Google.
- Designed promotional materials using Canva and Adobe Photoshop, enhancing brand awareness and guest inquiries.

**Entrepreneur | Self-Employed | Business Owner** | Jade Dragons Travel and Tours | 2023 – 2025

- Designed travel plans and itineraries tailored to client needs, achieving 25% higher customer retention rates.
- Monitored revenue, costs, and profitability, identifying areas for a 15% reduction in operational costs.
- Created high-engagement social media campaigns on Facebook, Instagram, TikTok, and LinkedIn, increasing social media engagement by 45%.
- Boosted social media engagement by 90% through social ad campaigns.
- Utilized Google Analytics and Meta Business Tools to measure performance and improve ROI.

**Financial Advisor | Sunny Level Up** | Sun Life of Canada Philippines, Inc. 2019 – 2024

- Delivered financial planning solutions, leading to a 20% increase in client satisfaction scores.
- Customized product decisions aligned to client needs, optimizing financial growth opportunities.
- Maintained strong consultative client relations, generating repeat business.
- Developed and implemented digital marketing strategies to attract and engage clients, increasing lead conversion rates.
- Leveraged social media and content marketing to enhance brand awareness and drive client inquiries.

**General Manager** | MGO Car Rental Services | MGO Travel and Tours 2012 – 2020

- Conformed with clients' contract specifications, maintaining a 98% compliance rate.
- Maintained operational schedules, reducing delays by 100%.
- Enhanced fleet maintenance efficiency through updated documentation processes.
- Monitored revenue, costs, and profitability.
- Optimized SEO and social media advertising to boost brand visibility and website traffic.
- Managed email marketing and promotions, improving customer engagement and retention.

**Customer Service Representative** | Teletech Singapore and Philippines | Convergys 2003 – 2012

- Handled executive-level inbound calls, resolving client concerns with a 95% first-call resolution rate.
- Provided back-office support for billing, telecom, and tech inquiries.

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**Soft Skills**

- Attention to Detail | Creativity & Innovation | Problem-Solving | Teamwork & Collaboration | Adaptability | Time Management | Empathy

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**Languages** English (Fluent) | Filipino (Native)

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**References**

- **Erwin A. Dotimas, MDM** – VP and Head of People and Culture | Converge ICT Solutions Inc.  
Phone: +639173149500
- **Galicano Siton** – Operations Coordinator | JP Morgan Chase  
Phone: +639209537150