



# Mary Grace D. Felipe, PTRP

Front-End Developer | Software Engineer | Software Developer

Portfolio: iamgracefelipe.github.io/portfolio | LinkedIn: iamgracefelipe

+63995 019 7111 | +63917 321 3058  
iamgracefelipe@gmail.com

in/iamgracefelipe  
Dasmariñas Cavite 4114

## CERTIFICATIONS

- Certified Front-End and Web Development**  
IBM Developer Network Skills and Coursera  
Certified Getting Started with Front-End and Web Development  
January 2025
- Certified Entry Level JavaScript Programmer**  
Cisco Networking Academy and OpenEDG JS Institute  
Statement of Achievement: JavaScript Essentials 1  
December 2024

## EXPERIENCES

2023 – 2025 **Entrepreneur / Business Owner**  
Jade Dragons Travel and Tours

- 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.

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

- 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.

## EDUCATION

**BS Information Management**  
2005 – 2007 |  
Asia Pacific College

**BS Physical Therapy**  
1997 – 2003 |  
Pamantasan ng Lungsod ng Maynila  
Licensed Physical Therapist (PTRP),  
Philippines

## COMPETENCIES

- Web Development**  
HTML5, CSS, Responsive Design, JavaScript, WordPress, UI/UX Prototyping
- Front-End Development**  
HTML, CSS, JavaScript Frameworks, IBM Certification (Coursera) in Front-End and Web Development
- Marketing**  
SEO Strategies, Digital and Social Media Marketing, Content Creation, Analytics Dashboards
- Management**  
Financial Analysis, Budget Forecasting, Scheduling, Documentation
- Tools**  
GitHub, Google Analytics, Adobe Lightroom, Adobe Premier, Canva, MSOffice, Facebook Meta Business
- Sales**  
Prospecting, Negotiation, Product Knowledge, Presentation



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+639950197111 | +639173213058

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[in/iamgracefelipe](https://www.linkedin.com/in/iamgracefelipe)

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## EXPERIENCES

### 2012 – 2020 General Manager

MGO Car Rental Services  
MGO Travel and Tours

- Conformed with clients' contract specifications, maintaining a 98% compliance rate.
- Maintained operational schedules, reducing delays by 30%.
- Monitored revenue, costs, and profitability, identifying areas for a 15% reduction in operational costs.
- Enhanced fleet maintenance efficiency through updated documentation processes.

### 2003 – 2012 Customer Service Representative

TELETECH PHILIPPINES  
TELETECH SINGAPORE  
CONVERGYS ALABANG

- 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.

## LANGUAGES

Filipino native language

English speaking, reading, writing

## REFERENCES

### Erwin A. Dotimas, MDM

VP and Head of People and Culture  
Converge ICT Solutions Inc  
+639173149500

### Galicano Siton

Operations Coordinator  
JP Morgan Chase and Coordinator  
+639209537150

## SOFT SKILLS

### Attention to Detail

- Meticulous in designing user-friendly interfaces and precise marketing materials
- Focused on ensuring quality and consistency in campaigns and designs

### Creativity and Innovation

- Skilled in developing unique and engaging advertising strategies
- Creative problem-solving to address challenges in UI/UX design and marketing

### Collaboration and Teamwork

- Proven ability to work in cross-functional teams to achieve goals

### Adaptability

- Quick to adapt to new trends and technologies
- Comfortable managing multiple projects and shifting priorities effectively

### Problem-Solving Skills

- Resourceful in identifying and analyzing user behaviors to address user pain points and impactful strategies

### Time Management

- Capable of managing tasks to maximize productivity

### Empathy

- Strong ability to understand client perspectives to customer-centric solutions