



# Mary Grace D. Felipe, PTRP

Front-End Developer / Software Engineer / Software Developer  
Portfolio: iamgracefelipe.github.io/portfolio | LinkedIn: iamgracefelipe

+639950197111 | +639173213058  
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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## 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