JAIRA MILLICENT M. SANTOS

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Talon V, Las Piñas City, Metro Manila, 1747, Philippines

SUMMARY

I am an experienced **Web Developer** with a strong background in designing and deploying custom websites, **proficient in front-end and back-end technologies**. My expertise in these areas complements my growing interest in **machine learning**, fueled by research with BERT-based sentiment analysis that deepened my grasp of **data-driven insights**. With leadership experience in managing large student bodies and a solid academic foundation in Computer Science from De La Salle University, I also **excel in project management, technical proficiency, and continuous learning.**

WORK EXPERIENCE

Arden Consult

Freelance Web Developer   *June 2024 – Present*
- Designed and developed custom websites for various clients, focusing on responsive design, performance, and accessibility
  - Created dynamic user interfaces using HTML, CSS, JavaScript, and React.js, and developed backend functionality for an email/contact us service to improve client communication.
  - *Deployed websites: ardenconsult.org*

Spiralytics, Inc.   Makati, PHL

Web Development Intern   *June 2023 – August 2023*
- Actively contributed to enhancing the user experience and functionality of the company's website and performance-tracking sites
  - Worked on front-end tasks for maintaining, improving, and resolving bugs on the company's PHP Laravel and Vue-based website, including performance-tracking sites.

RESEARCH EXPERIENCE

De La Salle University - Manila

Pinoybaiting Videos and Filipino Audiences: A Computational Analysis of User Interactions Over Time   *Sept. 2023 – July 2024*
- Developed two BERT-based sentiment analysis models: one for sentiment and one for intention of comments.
- Analyzed patterns and trends in over 8 million comments from 42,485 YouTube videos over 7 years using Python, and libraries such as pandas, matplotlib, seaborn, scikit-learn, spaCy, NLTK, etc.
- Research paper was selected for presentation at the 2024 8th International Conference on Natural Language Processing and Information Retrieval

LEADERSHIP EXPERIENCE

Computer Studies Government   Manila, PHL

Chief of Staff   *January 2023 – December 2023*
- Orchestrated initiatives that directly impacted a student body of over 3,000 individuals
  - Supervised and directed a diverse range of 8 committees, guiding them through the execution of more than 10 college-wide projects
  - Maintained and enhanced communication platforms that facilitated the resolution of student inquiries and concerns

Assistant Director for Student Services   *October 2021 – December 2022*
- Assisted over 3,000 students with university-related concerns, providing guidance and support
  - Implemented efficient systems for consolidating and analyzing data using Google sites and Sheets functions, resulting in accurate counts and streamlined processes

La Salle Computer Society   Manila, PHL

Vice President for Socio-Civic   *September 2022 – August 2023*
- Organized and executed a diverse range of events and activities, catering to the needs and interests of over 900 students
  - Assumed a pivotal role in driving projects spanning a variety of areas, including socio-civic engagement, fundraisers, and computer literacy programs

EDUCATION

De La Salle University   Manila, PHL

Bachelor of Science in Computer Science - Major in Software Technology   *Expected Graduation Date: October 2024*

Concentrations: Machine Learning, Web Development, Human-Computer Interaction   ***CGPA (April 2024): 3.666 / 4***
- Frequently acknowledged on the **Dean's List** for the majority of my academic terms
- Society of Proactive Role Models INspiring Total Development (SPRINT): Member of an exclusive organization under the Associate Dean of the College of Computer Studies, for students who have above-average academic standings

SKILLS AND INTERESTS

Interests: Web Development, UI/UX Design, Intelligent Systems, Data Analytics

Languages: Native Filipino speaker; Fluent in English

Technical Skills:
- **Programming Languages:** C, C#, Java, Python, Verilog
- **Frameworks and Libraries:** Flask, Express JS, Node JS, React, Vue, Bootstrap, Tailwind, JavaScript, pandas, matplotlib, seaborn, scikit-learn, spaCy, and NLTK
- **Web Development:** HTML, CSS
- **Databases:** MongoDB, SQL