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Education

University Of Cebu Banilad   Cebu, Philippines
Bachelor of Information Systems   March 2020
Thesis: LuvPets: A WEB-PORTAL PET CARE SERVICES SYSTEM

Experience

UC - Banilad Association of Non-Academic Working Scholars – HRM Dept (Office)   Cebu City
Office Clerk   June 2016 – March 2020

- Data entry
- Managed and ordered supplies
- Answer phones.

UniversalTech Inc. (Internship)   Cebu City
Marketing Associate   **September** 2019 – March 2020

- Help create blog post ideas fit for optimizing SEO for Google Searches targeted on people needing GPS.
- Review products description on Shopify and Amazon.
- Find website, blogs and influencer potentially review the products and affiliate them.

i.Tech Philippines   Cebu City
Ecommerce Specialist   **March 2020** - February 2026

- Optimize on-page elements like meta tags, headings, URLs, and internal links to enhance website navigation, search rankings, visibility, and crawlability. Ensure title tags, meta descriptions, and alt attributes are keyword-rich, concise, and unique to improve SEO performance.
- Conduct comprehensive keyword research to discover relevant, high-performing keywords by analyzing search volume, competition, and user intent. Use tools like Google Keyword Planner, Ahrefs, or Semrush to identify strategic opportunities, prioritize long-tail keywords, and align content with audience needs to improve organic visibility and traffic
- Managed daily order fulfillment and resolved customer or logistical issues.
- Generated detailed reports for damaged returns and lost items to facilitate insurance and courier claims.
- Maintained accurate product listings (including SKU management) and synchronized warehouse and store inventory with the website
- Create comprehensive reports by combining Google Analytics sales data with SEO performance metrics to provide actionable insights for both marketing and executive teams.
- Identified and analyzed competitor data via web scraping to inform pricing strategies.
- Executed integrated marketing campaigns and affiliate programs across TikTok, Shopee, and Lazada, leveraging platform-specific strategies to maximize visibility and conversions. Collaborated with the marketing team to deploy Boost ads (paid promotions) and SEO-optimized content posts, aligning with high-performing keywords and user intent.
- Develop plugins for website.
- Maintain API from payment terminals, banks and BNPL programs.
- Develop and create and maintain CMS themes.
- Collaborate with Product managers for product report and help identify Best-selling items and in demand items that are out of stock.

Skills & Interests
Technical:

- **Programming: HTML, Javascript, PHP, CSS, SQL, Python, C++, C#**
- **Hardware: Repair and maintenance of networking equipment, desktop computers, and laptop components**
- **Software: Office tools, Advanced proficiency in Microsoft Excel e.g (Vlookup, Pivot tables), Photoshop, Lightroom, Sony Vegas pro, Adobe premiere, Adobe After Effects**