



+63 948 6613 507

kentroava@gmail.com

kentroava.github.io/Kentaroy/

Manila, Philippines

www.linkedin.com/in/kent-roa

Education

**Bachelor of Science in
Information Techonology**
**AMA Computer Learning
Center (ACLC University)**
2015 - 2021

Expertise

Web Development

Social Media Management

Graphic Designer

Video Editor

Language

English

Filipino

KENT ROA

Web Developer / Social Media Manager

Profile

As a **Digital Marketing Expert** with a knack for **web development**, especially in **WordPress**, I combine tech skills with **creative marketing**. I'm good at making **websites**, **editing videos**, and **managing social media** to boost brand visibility online. My focus is on creating attractive, user-friendly websites and using digital tools to track how well our marketing works.

Work Experience

Web Developer

- 2024**
- Wordpress and other plugins
- Designing and developing user interfaces for websites and web applications.
 - Ensuring cross-browser compatibility and optimizing website performance.

- Social Media Management**
Facebook, tiktok and other platform
- 2024**
- Developing and implementing social media strategies to increase brand awareness and engagement.
 - Involves overseeing and implementing strategies to grow and maintain a brand's online presence across social media platforms.

- Graphic Designer**
Canva and Adobe Photoshop
- 2023**
- Ensuring final designs are visually appealing and aligned with brand guidelines.
 - Collaborating with clients or teams to understand requirements and goals.

- Video Editor**
Capcut, Adobe after effects and other adobe application
- 2022**
- Editing and assembling raw footage into a polished video product.
 - Adding visual effects, sound effects, and music to enhance the video's impact.

References

Ryan Kyle Ocampo
Coach / Freelancer
Email : ryankyle@imnotrk.com

Jeff Cylde Osico
Coworker / Freelancer
Email : franch.osico@gmail.com

Remote Jobs

Web Developer

2024

- As a **web developer**, I specialize in designing and **implementing responsive and user-friendly websites**. With **expertise in both front-end and back-end technologies**, I am adept at **creating dynamic web applications** that **meet client needs and enhance user experiences**. I am passionate about staying updated with the latest industry trends and technologies, **ensuring that the websites I develop are not only functional but also innovative and scalable**. My goal is to deliver high-quality solutions that align with business objectives while maintaining a focus on usability and performance optimization.

WordPress and other plugins

- Implement responsive design principles to ensure websites render well across multiple devices and screen sizes.
- Optimize website performance through code improvements, caching mechanisms, and other best practices.
- Conduct testing and debugging of web applications to identify and fix code issues and ensure functionality.
- Integrate third-party APIs and services to extend website functionality and enhance user experience.
- Stay updated with emerging technologies and industry trends to continuously improve skills and knowledge.
- Work closely with stakeholders to understand project requirements, provide technical insights, and deliver solutions that meet business objectives.
- Maintain and update existing websites, addressing security vulnerabilities, and implementing feature enhancements as needed.

Social Media Management

2024

- As a **social media manager**, I excel in leveraging digital platforms to cultivate engaging online communities and drive brand awareness. With a **strategic approach to content creation and distribution**, I craft compelling campaigns that **resonate with target audiences across various social channels**. I am **skilled in analytics and campaign optimization**, continuously monitoring metrics to **refine strategies and maximize ROI**. By staying attuned to industry trends and audience behaviors, I implement **innovative tactics to foster meaningful connections** and **elevate brand presence in the digital sphere**.

Facebook, tiktok and other platform

- Develop and implement social media strategies to achieve brand goals and objectives.
- Create engaging content for various social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and TikTok.
- Monitor social media channels for trends, insights, and conversations relevant to the brand.
- Manage social media campaigns, including planning, execution, and performance analysis.
- Utilize analytics tools to track key metrics, analyze performance, and optimize strategies.
- Foster community engagement and interact with followers through comments, messages, and discussions.
- Collaborate with marketing, PR, and customer service teams to align social media activities with overall business strategies.
- Stay updated on industry trends and best practices in social media marketing and advertising.
- Develop and manage influencer relationships and partnerships to expand reach and engagement.

Graphic Designer

2023

- As a **experienced graphic designer** skilled in **conceptualizing and creating visually appealing artwork for diverse mediums**. Proficient in **Adobe Creative Suite**, I specialize in **combining creativity with technical proficiency to deliver impactful designs that meet client objectives**. With a **keen eye for detail** and a **passion for aesthetics**, I bring concepts to life through **innovative typography, color theory, and layout techniques**. Whether designing logos, marketing collateral, or digital assets, **I strive to exceed expectations** by delivering compelling visuals that resonate with target audiences and enhance brand identity.

Canva and Adobe Photoshop and other applications

- Collaborate with clients or creative directors to understand project requirements and objectives.
- Conceptualize and create visual designs for various mediums including digital and print, such as logos, brochures, posters, and advertisements.
- Use graphic design software like Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create high-quality designs.
- Incorporate feedback and revisions to refine designs and meet client expectations.
- Ensure brand consistency across all visual assets and campaigns.
- Research and stay updated on design trends, techniques, and technologies.
- Prepare final designs for print or digital publication, ensuring files are correctly formatted and suitable for intended use.
- Work with printers and other vendors to ensure quality and accuracy of final deliverables.
- Collaborate with other team members, such as copywriters and marketers, to brainstorm and develop creative concepts.
- Manage multiple projects simultaneously and meet deadlines in a fast-paced environment.

Video Editor

2022

- As a **video editor**, I specialize in transforming raw footage into compelling visual stories that captivate audiences. **Proficient in industry-standard editing software such as Adobe Premiere Pro and Final Cut Pro**, I meticulously craft videos that **meet client objectives and exceed expectations**. With a **keen eye for detail** and a deep understanding of pacing, transitions, and visual storytelling techniques, I **enhance footage** with seamless edits, graphics, and sound effects. From concept to completion, I collaborate closely with producers, directors, and clients to ensure the final product aligns with creative vision and achieves **desired outcomes**. Whether editing short-form content for social media or long-form narratives for broadcast, I am dedicated to delivering **high-quality** videos that **resonate and inspire**.

Capcut, Adobe after effects and other adobe applications

- Edit video footage to create compelling and engaging content, ensuring storytelling continuity and visual coherence.
- Use video editing software such as Adobe Premiere Pro, Final Cut Pro, or DaVinci Resolve to manipulate video clips, add effects, transitions, and synchronize audio.
- Collaborate with producers, directors, and clients to understand project requirements and goals.
- Incorporate feedback from stakeholders to refine and enhance video content.
- Organize and manage media assets, ensuring efficient workflow and file organization.
- Ensure video projects are completed on time while maintaining high-quality standards.
- Stay updated on industry trends and best practices in video editing techniques and software.
- Edit and deliver videos optimized for various platforms and formats, including social media, websites, and broadcast.
- Color grade and color correct footage to enhance visual appeal and maintain consistent color balance.
- Occasionally assist with tasks such as video shooting, scriptwriting, or audio editing, depending on project needs.



Equipment Setup

Computer Desktop:

CPU:AMD Ryzen 5 5600G with Radeon Graphics 3.90 GHz

GPU:NVIDIA GeForce RTX 1060

RAM: 32 GB

Storage:1 TB SSD

Monitors: 2 pcs. 1920 x 1080, 100Hz

Windows: 10 pro

Laptop:

CPU: Intel I-5 12500H 12 Cores
(2.60 GHz up to 3.80 GHz)

GPU: NVIDIA GeForce RTX 3050Ti

RAM:16 GB

Storage:512 SSD, 1 TB HDD

Monitors: 1920 x 1080 165Hz

Windows: 11 Home Single Language

Camera:Fantech Luminous C30 1440P
2K Quad HD USB

Microphone:HyperX QuadCast USB

Internet:Converge Fiber and
PLDT Fiber

SOFT SKILLS

- Listing Troubleshooter
 - Strong Communication
 - Decision Making
 - Problem Solving
 - Customer Service Skills
 - Adaptability
 - Work Ethic
 - Critical Thinking
 - Self Motivation
 - Ability to Multitask
 - Ability to Work under Pressure
 - Written Communication
- Team Player
 - Time Management
 - Attention to Details
 - Social Media Marketing
 - Openness to Feedback
 - Flexibility
 - Ability to Work in a Team
 - Creativity
 - Motivated
 - Goal Oriented
 - Programming Language
 - Computer Literate
 - Leadership
 - Emotional intelligence

Tools

- WordPress
- Elementor
- Figma
- GitHub
- Hostinger
- Microsoft 365
- Google Workspace
- Visual Studio
- Canva
- Capcut
- Adobe Premiere Pro
- Adobe Photoshop
- Wix
- Notion
- DropBox
- Amazon

CHARACTER REFERENCE

Ryan Kyle Ocampo
Coach / Freelancer
Email : ryankyle@imnotrk.com

Jeff Clyde Osico
Coworker/ Freelancer
Email : franch.osico@gmail.com

Manuel Sabado
Coworker/ Freelancer
Email : m.saturday@gmail.com