



## EDUCATION

### Ivey Business School, Western University

Mar 2023

*Candidate for Master of Business Administration, MBA*

- Scholarship: Ivey Entrepreneurship (sole recipient); Access to Success (sole recipient); Graduate Student Innovation (chosen among 3 from 140+ students)

### Ateneo de Manila University

Mar 2014 - Jul 2018

*Bachelor of Management Information Systems*

- Ateneo College Scholarship recipient
- Arizona State University Academic Fellow of the US Government (chosen among 3 from 1,000+ applications)
- Exchange: Sogang University (chosen among 2 of 341 applications); University College London Modern Data Science

## PROFESSIONAL EXPERIENCES

### DXC Technology, Manila, Philippines

2021-2022

*Multinational information technology services and consulting company**Technology Consultant - Analytics*

- Led P&G's Marketing Analytics Team in all aspects of operational support and environments and provided ongoing training to improve the team's skillset
- Reduced end-user man-hours by 6-10 hours per week through developing, maintaining, and supporting complex applications
- Documented for System Implementation projects such as the Configuration Workbook, Test Script Templates, Requirements Traceability Matrix, Business Process Flows, etc.
- Reduced quality issues by 17% by customized quality assessments and enhanced training, while ensuring no delay in business and development functions

### S&P Global Market Intelligence, Manila, Philippines

*Providers of multi-asset class and real-time data, research, news, and analytics to institutional investors**Senior Product Strategy Specialist*

2021 – 2022

- Created and led product roadmap to deploy two premium Capital IQ spreading features from idea sourcing to deployment
- Led UAT by identifying the appropriate stakeholders and created test scripts for each stakeholder to execute
- Improved user activation by 23% MoM by leveraging data analytics and user research

*Data Visualization Specialist*

2019 - 2021

- Designed and deployed interactive visual products and analytical dashboards to supplement research, increasing viewership by 30% for 300+ industry analyses
- Engineered an RPA project that streamlined publication of S&P TMT databases; saving 1,420 hours per year
- Partnered with product marketing team to evolve and standardize S&P Global Market Intelligence branding guidelines

### Empleo, Manila, Philippines

2015 - 2018

*Automated and analytics-driven job-matching platform for the urban and rural poor**Founder and CEO, Head of Technology*

- Initiated and managed ML-based job recommendation and vacancy forecasting solutions, improving +10% of platform CTR and activation by leading a team of data analysts and business developers
- Initiated and led a real-time retargeting fin-tech platform, driving +15% of incremental lift of conversions with 30% TTM reduction across user lifecycle
- Launched Empleo matching platform which acquired 70K and 100K job listings from 600 training and recruitment firms

## ADDITIONAL INFORMATION

- **Projects:** *Abilitizers* – Marketing Index for Inclusive Schools; *FutureReady* – Hybrid E-Learning Toolkit for Rural Schools
- **Awards:** S&P Research Excellence, Facebook Internet.Org Award, Financial Times, 2x Case Competitions
- **Certificates:** Project Management, Product Management
- **Tools:** HTML/CSS/JS, PHP, Ruby, Adobe Suite, Postman, Jenkins, Figma, SAS, Alteryx, Tableau, Scrum
- **Interests:** Rowing, Competitive Programming, Mixed Martial Arts, Arnis