



MARK CHRISTIAN CABILI DACLES



CONTACT



Phone

available upon request



Email

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Address

San Juan City, Metro Manila,
Philippines



EDUCATION



2022 - Present

Master of Information Technology

University of the Philippines
- Los Baños



2015 - 2019

Bachelor of Science in Information Technology

Polytechnic University of the
Philippines - Sta.Mesa



STRENGTHS



Motivated



Reliable



Resourceful



Flexible



Responsible



Attentive



CAREER OBJECTIVE

I am highly motivated individual seeking for a job where I can utilize my knowledge and skills I've honed to a variety of responsibilities. I am willing to gain new skills in order to adapt to the world of technology.



WORK EXPERIENCE



Marketing Automation Specialist

2022 - Present

Aquient

- implement and execute end-to-end marketing campaigns using Salesforce Marketing Cloud
- create dynamic and personalized emails and SMS using AMPScript
- create journey workflows that guide customers through a series of marketing interactions based on triggers such as customer actions or data changes
- audience segmentation using Automation Studio or Audience Builder
- create and manage data extensions, data relationships, and data models within Marketing Cloud
- leverage data analytics tools within Salesforce Marketing Cloud

I have also experienced these while completing my tasks:

- planning and executing IP Warming
- Marketing Cloud Administrator
- support in creating Functional Requirements and User Training Manual



Web Development Specialist II

2022 - 2022

Straightarrow Corporation

Web Development Specialist I

2021 - 2022

Straightarrow Corporation

Web Development Specialist II

2019 - 2021

Straightarrow Corporation

- development and execution of email marketing campaigns in Salesforce Marketing Cloud
- proofing, testing, and troubleshooting HTML emails to follow both brand and current code standards
- building and responsive marketing emails (templates/bespoke) that render beautifully across devices and all major email clients
- landing page and form creation
- design and automate campaigns using journey builder



Mobile Developer Intern

2018 - 2019

PRIME Philippines

Assigned in developing the company's mobile application using React Native and used JavaScript libraries like Redux.



SCAN ME



VOLUNTEERING



2020 - 2022

Website and Design Officer and Chairperson for District Awards

Rotaract Clubs of District
3800



2020 - 2022

ADRR of Zone 7

Rotaract Clubs of District
3800



2019 - 2020

Champion President

Rotaract Club of San Juan
East



TECHNICAL SKILLS

Programming

Marketing Cloud

Eloqua

React JS

React Native

ES6

HTML

CSS

Javascript

Laravel

VB.NET

C++

C

PHP

COBOL

MySQL

Git

Adobe

Photoshop

Microsoft Office

Word

Excel

Powerpoint



CERTIFICATIONS



Marketing Cloud Administrator

Salesforce
Issued July 2023



Marketing Cloud Developer

Salesforce
Issued April 2023



Marketing Cloud Specialist

Salesforce
Issued April 2023



Learning How to Learn

Coursera
Issued March 2021



Growth Driven Design

HubSpot
Issued Jul 2021 - Expired Aug 2023



Email Marketing

HubSpot
Issued Mar 2021 - Expired Apr 2023



Inbound

HubSpot
Issued Dec 2020 - Expired Dec 2022