

Michael Nino Ballesca

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<https://mnballesca0229.github.io/webportfolio/>

Skills Summary

Programming and Web Development

- Designed and created a static mobile friendly portfolio website hosted in GitLab
- Developed an E-Commerce API using Node and Express.js
- Completed a Full-Stack Application using the MERN Stack
- HTML
- GIT
- GITLAB
- GITHUB
- HTML
- Semantic HTML
- CSS
- BOOTSTRAP
- JavaScript

Additional Skills

- CRM Platforms (Zendesk, Zoho, Monday, etc...)
- Experience in various advertising channels (Google Merchant Center, Facebook, Instagram, Youtube, Tiktok, etc...)
- Experience in eCommerce platforms (Shopify, Bigcommerce, Woocommerce, Magento, Salesforce, etc...)
- Adobe Photoshop
- Adobe Premier Pro
- Adobe Illustrator

Work Experience

Enterprise Feed Coordinator Feedonomics, Los Angeles, CA 2020–Present

- Responsible for setting up, analyzing, and defining optimizations to be made on product data feeds for our clients. Responsible for all elements of integrating client's data feed. I do meetings with clients and discuss feed optimizations and create a detailed data review that will guide the feed build team as they transform raw data into an optimized product feed, tuned for performance in each unique channel, including Google Shopping, Facebook, Pinterest, and other advertising channels.
- Experience in Import Sources such as Salesforce, Magento, Netsuite, Oracle, and Custom APIs.
- Set-up Onboarding client integration plan. Big data analysis up to 1M + SKUsEducation

Project Manager/Web Developer Klaudville, Manila, Philippines 2017–2020

- My main job role is to deliver excellent customer service and having the flexibility to perform, eCommerce Website Development, Product Data Optimization, Product Design, Virtual Assistant, Project Management, and Digital Marketing tasks and roles.
- Planning, monitoring, and appraising job results; coaching, counseling, and disciplining employees; developing, coordinating, and enforcing systems, policies, procedures, and productivity standards.
- Prepare assets for social media marketing ads campaigns such as Infographics, Short Video, Reels, and Ad copies.

Assistant Restaurant Manager McDonald's, Philippines 2015–2019

- Making sure employees perform a variety of tasks, from preparing the food, stocking supplies, serving, charging people for their food, handling cash, credit cards, and a cash register, cleaning tables and counters, resetting tables, greeting customers, and answering questions.
- Perform task such as Product Order Processing, Sales and Stock Projection, and Staff Scheduling.-
- Training employees; maintaining a safe, secure, and legal work environment.
- Planning, monitoring, and appraising job results; coaching, counseling, and disciplining employees

Regional Lead Software Technician Smartmatic, Philippines May 2016

- Handling the PCOS(Precinct Count Optical Scanner) software and hardware management and troubleshooting of the Regional vote results.
- Making sure that the whole team will abide standard process and procedures implemented by (COMELEC) Philippine Commission on Election.
- Regional Team Management.

Education

Zuitt Web Developer Program (MERN Stack)
Main Course Package [Completer / Attended]
Sept, 2022 - Jan, 2023

BS in Computer Science
Microcity College of Business and Technology
2010 - 2014