

Raniel Francisco Escalante

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Email: raniel.escalante@gmail.com

Date of Birth : August 14, 1987

Civil Status : Single

Citizenship : Filipino



Professional Experience:

AdCrate Solutions Co.

Advertising Operations Specialist / Business Development Manager

December 2016 to Present

- Prospect for potential clients and convert them into increased business opportunities.
- Present new products and services to improve existing relationships.
- Engage internal and external contacts.
- Recognize opportunities for distribution channels, services, and campaigns that will result in sales.
- Ensure all levels of staff portray the corporation in the best light.
- Research and cultivate an accurate perception of the organization's mission and goals.
- Forecast sales objectives and ensure they are fulfilled by the business development team.
- Submit and ensure data is accurate on weekly progress reports.

Freelance Web Developer / Graphic Designer

August 2014 to Present

- 1 1/2 year in Graphic Design and A year in Web development.
- Experienced in designing for multiple platforms.
- Expert in using Adobe Photoshop, Adobe Illustrator, Adobe Lightroom.
- Create site layout/user interface by using standard HTML/CSS practices.
- Prepares work to be accomplished by gathering information and materials.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Experienced in HTML, CSS, PHP and Laravel.
- Develops and produces advertising materials for assigned client projects, such as:
 - Designs/Layouts
 - Conversion/Implementation (converting designs to flash or html/html5)
- Learns any new production design, development methodologies and trade tools and applies in production.

Wide-Out Workforces Inc.

Advertising Operations Specialist / Campaign Manager

April 2016 to November 2017

- Traffic Management, Testing, Deploying and Optimizing ad campaigns from clients and ad networks.
- Provide technical support to troubleshoot problems Campaigns.
- Test and evaluate new types of ad products.
- Perform QA for campaigns that go live.
- Pulling and analyzing campaign reports, troubleshooting live ad issues and reporting discrepancies.
- Maintain and Distribute pacing Reports.
- Lead new Publishers through testing and integration.
- Handled Trafficking on Spongecell, Appnext and Minimob Platforms.
- Monitoring day to day performance of advertising campaigns
- Troubleshoot issues that arise with publishers
- Complete activity reports and discuss weekly progress during team meetings.

Cognizant Technology Solutions
Senior Process Specialist/ Rich Media Quality Assurance Specialist
February 2014 to August 2015

- Analyze business requirements, functional specifications, and test plans of a project
- Test Rich Media Creative and dynamic Rich Media Ads based on the test cases and the DoubleClick Rich Media best practices.
- Perform regression, and adhoc testing and mobile testing.
- Identify bugs/defects and suggest possible solutions.
- Identify performance bottlenecks and provide recommendations.
- Developed test cases for an internally used software created to measure the productivity and efficiency of the team.
- Provide feedback and assistance to developers to make sure they understand policies and procedures for quality
- Presently acts as a deputy for the mid-shift team. This includes making sure that tasks are done and updates are given to the team.

Wide-Out Workforces Inc.
Rich Media Quality Assurance Specialist
July 2012 to February 2014

- Test, verify and confirm that all ad units are according to advertisers and publishers' specifications
- Test new products, HTML5 and FLASH products.
- Involvement in the development, implementation and execution of test cases/ criteria or specifications
- Provide feedback and assistance to developers to make sure they understand policies and procedures for quality
- Provide reporting on all QA-related metrics
- Developed test cases for an internally used software created to measure the productivity and efficiency of the team.
- Provide feedback and assistance to developers to make sure they understand policies and procedures for quality.

Apeiron Systems Technologies Inc.
Desktop Support Engineer
March 2011 to June 2011

- Software Installation and troubleshooting to different remote sites and within Metro Manila. HP Project Based
- Provide technical assistance to office staffs
- Assist in software upgrades
- Perform routine PC maintenance and updates for performance efficiency
- Report any repairs and maintenances
- Initiate process improvements to better answer user demands

Training and Marketing Professionals Inc.
Technical Support Specialist
April 2010 to March 2011

- System Admin
- Technical Support
- Service Helpdesk
- Perform routine PC maintenance and updates for performance efficiency
- Report any repairs and maintenances

EDUCATION

College Education

MAPUA INSTITUTE OF TECHNOLOGY, MAKATI (2004 - 2009)
Bachelor of Science in Information Technology (B.S.I.T.)

TRAININGS AND SEMINARS ATTENDED

2017

Full Stack Web Development Tuitt Coding Bootcamp

2014

Lead Gen Training

QA VPAID Training

Dynamic Remarketing Training

Basic Lean and Six Sigma

2013

Rich Media YT Masthead Creative Training

Rich Media Dynamic Creative (Advance)

Rich Media Dynamic Creative (Basic)

2012

Google Quality Assurance Certified

Basic HTML5 with PHP, Java and JavaScript

Android Application Training

Character References:

Mr. Louie Vargas

Team Manager

Joystick Inc.

09288742698

Mr. Mikko Tan

Advertising Operations Specialist / Lead

WideOut Workforces Inc.

09175155286

Mr. Arnel C. Arandia

EVP- Marketing and Development

Training and Marketing Professionals INC, Makati City

09175293699