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**Ralph Martyn Esteva**

2 Ford Street, Filinvest East Homes Antipolo City

rapsamaniego27@gmail.com

09260690935

**SUMMARY**

• A persuasive graduate of BSBA-Computer Science in Jose Rizal University who is successful in generating good will and restoring confidence in others.

• Major strengths: A team player, willing and highly motivated

• Created Banner and EDM layouts for Asiatravel.com

• Developed a Management Information System for Development Academy of the Philippines and Privato Hotel

• Completed the Professional Employment Program by LiveIt Global Services Management Institute - AYALA Company;

• Efficient in Computers Hardware and Software troubleshooting

• Adept in Sales, Customer Service and Technical Support

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**Familiar with the Following Web Technologies:**

• PHP

• Laravel (PHP framework)

• Git (Version Control System)

• Adobe Photoshop

• HTML / HTML email

• HeidiSql (Mysql Application)

• XAMPP (Server Package)

•MySql

• CSS

• Bootstrap (Responsive CSS framework)

• Javascript / Jquery (Javascript library)

• Filezilla (File transfer protocol)

• Sublime (Text Editor)

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**SKILLS AND ABILITIES**

**Computer and Multimedia Skills**

• Conceptualized layouts for Banners and Email Direct Marketing (EDMs); Drew some wireframes then proceeded to the designing through the use of Adobe Photoshop; Coded other EDMs that may need to be converted to Email-HTML; Successfully finished the tasks and on time for the email blasts.

• Developed a Management Information System for Development Academy of the Philippines (2015-16) and Privato Hotel (2016-present); Passed weekly deliverables to the Technical Adviser and Subject Professor; applied the five Programming Languages for Web Development including Git and Laravel; Defended the research to the research Panelists; Research was completed and system was turned over to the company.

• Served Straightarrow Corp as the Web Specialist in a team; Coded Responsive Email Newsletter Templates and Landing pages for clients; Operated Marketing Cloud as the base platform for deploying the said projects/campaigns; Tasks were completed and on time for sending.

**Communication Skills**

*•*  Compiled resources for our research group; Interviewed subject matter experts and company representatives in Systems Analysis and Design; filed and organized data based on relevance to the research. Successfully developed a Data Flow Diagram and weekly plans for the Thesis Group from June 2015 to March 2016

• Researched articles from different sources for a training to be conducted; created an efficient structure of the presentation; Was able to conduct a Basic HTML training; Participants were well informed about the topics presented and were able to do hands on exercises.

**Interpersonal Skills (Communication/People)**

• Led subject groups for E-commerce and Systems Analysis and Design; mentored members on the right path in understanding the plans; disseminated information to the group through scheduled meetings and brainstorming sessions; Established a strong and committed team that successfully developed a simple E-commerce site and Management Information System

**Teamwork And Team Building Skills**

*•* Collaborated with the whole Batch of PEP 7.0 trainees for a Class Culminating Business Project; Motivated team members as a Director of a Musical Play entitled “Footloose” to work Toward common goals; conducted acting workshops and vocal trainings, followed weekly schedules of the Project Manager, and promoted the play with the Marketing Department through room to room campaigning. Developed a team-oriented environment and gained income that is double the capital. From October 2015 to March 2016.

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**Work ExperienceS**

**Straightarrow Corporation March 6, 2017 – Present**

Web Development Specialist I

* Create responsive, HTML-validated, email templates from PSD design Design promotional Banners for Facebook, B2C and B2B.
* Manage marketing campaigns, setup and schedule email campaigns using Marketing Cloud platform.
* Able to edit email templates and web pages using HTML and CSS
* Create deliverables needed (HTML newsletters, Landing Page, Forms, Product pages)
* Suggest/recommend ways on how to optimise and improve HTML designs and landing pages.

**Asiatravel.com June 15 2016 – February 2017**

Web Designer - Dubai

This position involves designing marketing materials, creating and coding microsites, debugging and maintaining asiatravel.com web content

* Designing Newsletters, creating and updating microsites.
* Design promotional Banners for Facebook, B2C and B2B.
* Creating EDMs and code it through HTML email.
* Creating hotel profiles, making sure that hotel information is well uploaded in the website.
* Keeping the web content of [www.asiatravel.com](http://www.asiatravel.com) updated by debugging broken links and images.

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**TRAINING/CERTIFICATION**

**Professional Employment Program October 2015 – March 2016**

LINC Academy - Ayala Education, Inc./Cherine Ann Zalsos

**On the Job Training April 2015 – May 2015**

Anglo Eastern Bloomingdale Building, 205 Salcedo Street, Legaspi Village, Makati City

**On the Job Training April 2014 – June 2014**

OSM Maritime Group/ Richard Macarubo

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**EDUCATION**

**Bachelor of Science in Business Administration October 2011 - April 2016**

**Major in Computer Science**

Jose Rizal University

**High School June 2007 - March 2011**

Jose Rizal University

**Primary June 2001 - March 2007**

Jose Rizal University

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**AWARDS / ACHIEVEMENTS**

* 3rd place Best Information System Presenter (Jose Rizal University IT Recognition 2016)
* 2nd place Best Information System Project (Jose Rizal University IT Recognition 2016)

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**REFERENCES**

**Ross Klem R. Antonio**

Program OIC

Ayala Education, Inc.

21/F Pearl Bank Centre, Valero St., Salcedo

Village,

09175639849

**Lian Ines**

Inbound Marketing Specialist

Straightarrow Corporation

5F Silver City 1 Annex, Frontera Verde Drive, Pasig,

1600, Metro Manila

09178939496

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**2 Ford street, Filinvest East Homes Antipolo** [**City**](mailto:rapunk27@gmail.com)

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