

# Marvin Cremen Rivera – Professional Portfolio

Social Media Manager | IT Specialist | Web Application Specialist

## Profile Summary

Innovative and adaptive professional with expertise in social media management, content creation, and IT system support. Skilled at utilizing generative AI tools to drive creative storytelling, enhance online engagement, and streamline business operations. Proven ability to manage multiple accounts, ensure brand consistency, and deliver exceptional client and user experiences across platforms.

## Core Competencies

- Social Media Strategy & Analytics
- AI-Assisted Content Creation
- Video Editing & Graphic Design
- IT & Web Application Support
- SQL Data Management
- Client Service & Technical Escalation
- Multi-platform Account Handling
- Cross-functional Collaboration

## Professional Experience

### **Social Media Manager / AI Content Creator – Imagine Education (July 2025 – Oct 2025)**

- Utilized generative AI tools (ChatGPT, Pykaso AI, KlingAI) to create visuals, scripts, and videos aligned with educational goals.
- Planned and managed content calendars, boosting brand engagement across Facebook, Instagram, TikTok, LinkedIn, and YouTube.
- Executed paid ad campaigns, monitored analytics, and optimized strategies to align with trends and audience insights.
- Handled multiple campus and brand accounts with cohesive strategies for each platform.

### **IT Specialist – IQVIA (Oct 2023 – July 2025)**

- Provided L2 support for eTMF Wingspan and managed ticketing systems (Zendesk, JIRA).
- Conducted UAT testing, SQL data retrieval, and issue replication.
- Ensured seamless production environment functionality post-release.
- Served as focal point for client concerns and escalations.

### **Web Application Specialist – Dash10 Services (May 2022 – Oct 2023)**

- Delivered e-business support, resolved CRM and web app issues, and reproduced bugs for escalation.
- Ensured service levels and customer satisfaction were consistently met.
- Collaborated with clients to deliver efficient web and CRM solutions.

#### **Technical Support SME – Quantrics Enterprise (June 2019 – May 2022)**

- Handled advanced troubleshooting for internet, TV, and phone services.
- Guided field technicians and provided escalation support.
- Ensured efficient resolution and high-quality customer experience.

#### **Customer Bank Consultant – Concentrix Dashk (Mar 2017 – Jun 2019)**

- Coordinated settlement appointments and loan processing.
- Worked closely with bank managers, lawyers, and brokers to ensure compliance.
- Processed financial requests and maintained accurate client records.

#### **IT / Tier 2 Technical Support Representative – EGS / ALORICA (Feb 2015 – Feb 2017)**

- Provided hardware and software troubleshooting for desktops, laptops, and mobile devices.
- Supported CRM and ticketing systems, ensured issue ownership through resolution.
- Part of the escalation team for complex technical concerns.

### **Education**

**Technological Institute of the Philippines** – BS Information Technology (2012–2015)

**Parang High School** – Secondary Education (2005–2009)

**Nangka Elementary School** – Primary Education (1999–2005)

### **Technical Skills**

- MS Office (Word, Excel, PowerPoint)
- SQL (PostgreSQL, Oracle 10g)
- Programming (PHP, C++, Java)
- Android Development (Java, Android Studio)
- Communication & Team Collaboration
- Typing Speed: 45 WPM

### **Character References**

- Engr. Carlo Jasmin – Field Engineer, Capasco – 09328629725
- Michelle Paraoan – Sales Associate, BDO – 09174183934 / 09331911861
- Diane Mercado – Loan Associate, Freedom Property Investors – dianiim.16@gmail.com