RIVERA, MARVIN CREMEN

9 Guyabano St. Nangka Marikina City
Contact No. 09079119175
rivera.tin22@gmail.com

Objective

To secure a challenging position in a reputable organization to expand my learning's, knowledge, and skills. Also, to make use of my interpersonal skills to achieve goals of a company that focuses on customer satisfaction and customer experience.

Work Experience

Social Media Manager/Content Creator (Imagine Education) (July2025-Oct2025)

- Utilized generative AI tools (ChatGPT, Pykaso AI, KlingAI, etc.) to produce creative visuals, scripts, and videos aligned with educational objectives.
- Collaborated with academic teams to ensure content accuracy, pedagogical soundness, and adherence to curriculum standards.
- Created prompt frameworks and optimized AI outputs to maintain consistent tone, clarity, and brand voice across all content.
- Collaborated with academic teams to ensure content accuracy, pedagogical soundness, and adherence to curriculum standards
- Develop and implement comprehensive social media strategies to enhance brand awareness and engagement across platforms (Facebook, Instagram, TikTok, LinkedIn, YouTube).
- Plan and manage content calendars aligned with marketing campaigns, product launches, and community engagement initiatives.
- Create, edit, and oversee visually engaging content (graphics, videos, reels, and stories) optimized for each platform.
- Collaborate with cross-functional teams (marketing, design, admissions) to maintain consistent brand messaging and tone.
- Manage social media advertising campaigns, including budgeting, audience targeting, and performance reporting.

- Monitor industry trends, competitor activity, and emerging platforms to identify new opportunities for growth.
- Engage with the online community by responding to comments, messages, and inquiries in a timely and professional manner.
- Handle multiple brand and campus accounts simultaneously, ensuring cohesive branding and audience-specific strategies for each.

IT Specialist (IQVIA) (Oct2023 – July2025)

- Monitors ticketing systems such as Zendesk and JIRA.
- Provides level 2 Support for eTMF Wingspan.
- Controls the report generation process
- Provides specialized guidance and support to all tenants on a daily basis.
- Conducts (UAT) and retrieves data using SQL Postgre. Includes Query creation
- Reviews client data requirements for CTMS uploads.
- Provides support to team for client service meetings.
- Ensure production environment works based on new releases.
- Responsible on replicating the user bugs reported to validate.
- Act as the focal point for addressing concerns and inquiries as they escalate.

Web Application Specialist (Dash10 Services) (May2022 – Oct2023)

- Centred on the timely successful resolution queries and assisting clients with e-business advice and guidance.
- Reproducing Bugs, and escalating issues to the Tier2 team when necessary with all relevant and required information.
- Client support tasks are completed to service levels satisfaction targets and to budget.
- Ensure clients problems are identified and solved with the least amount of hassle to the client.
- Take responsibility for assigned areas to ensure that tasks are completed on-time and according to specification.
- Monitors ticketing system (Zoho, Extranet, CRM)
- Listen and understand what particular issue the customer is having or what they are trying to achieve at this time.
- Experienced in CRM platform being used, as well as the ability to troubleshoot technical issues that may arise.

Technical Support SME(Quantrics Enterprise) (June2019 – May2022)

- Process field technician requests
- Troubleshoot TV, internet, and home phone concerns via phone
- Resolve customer concerns related to TV, internet, and home phone services

- Provide exceptional customer service to all customers
- Escalate issues to higher-level technical support when necessary
- Work closely with other technical support team members to ensure issues are resolved efficiently and effectively

Customer Bank Consultant (Concentrix Dashk) (March2017 – June2019)

- Coordinated settlement appointments with lawyers and bank settlement agents
- Communicated effectively with Bank Managers, staff, brokers, lawyers, and clients across Australia
- Advised clients on necessary documentation and requirements for loan approval
- Maintained and updated client information and credentials accurately
- Processed client-preferred payment methods efficiently
- Handled loan reduction requests and adjustments
- Facilitated loan product switching based on client needs

IT/Tier 2 Technical Support Representative in EGS/ALORICA (Feb2015-feb2017)

- Troubleshoot hardware and software issues related to desktops, laptops, tablets, printers, and projectors
- Provide Application support
- Reinstall operating systems and antivirus programs
- Dispatch technicians to replace faulty products or parts
- Process replacements if necessary
- Own the ticket until the resolution is completed and do follow-up call backs
- Been part of the escalation team to help resolve complex issues
- Monitor ticketing System
- Manage CRM

Special Skills

- Excellent communication skills, both written and oral
- Proficient in MS Office (Word, Excel, PowerPoint)
- Skilled in manipulating databases (SQL Postgre,Oracle 10g)
- Knowledge of programming languages such as PHP, C++, and Java
- Android programming skills (Android Studio, Java Eclipse)
- Computer literate with a strong understanding of technology
- Typing speed of 45 words per minute (wpm)

Educational Background

Tertiary

Technological Institute of the Philippines
Aurora Blvd. Cubao Quezon City
2012-2015
(**BSIT**)

Secondary

Parang High School
Parang Marikina City
2005-2009

Primary

Nangka Elementary School
Nangka Marikina City
1999-2005

Character References

Engr. Carlo Jasmin
Field Engineer
Cathay Pacific Steel Corporation (Capasco)
09328629725

Michelle Paraoan
Sales Associate
Banco de Oro (BDO)
09174183934 / 09331911861

Diane Mercado
Loan Associate
Freedom Property Investors
dianiim.16@gmail.com