

# Arjay Castro Angeles

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## SUMMARY

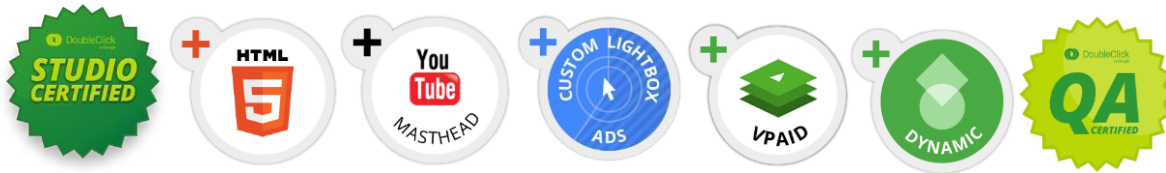
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Current Customer Advocacy Manager. Versatile, reliable and efficient with over 8 years of professional experience in the field of Digital Advertising. Diversified skills include in-depth knowledge in Rich Media Ads Development, Email Development, Campaign Management, Technical Support, Troubleshooting/Debugging, Customer Services, SAAS, JIRA, Salesforce, DoubleClick Studio API, HTML5, CSS3, JavaScript and Google Web Designer.

## CERTIFICATION

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### DOUBLECLICK STUDIO BADGES



### GOOGLE WEB DESIGNER BADGE



## WORK EXPERIENCE

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### MAPP DIGITAL

#### CUSTOMER ADVOCACY MANAGER

(SEPTEMBER 2019 – MARCH 2020)

- Management and follow-up of front-line customer service and technical support tickets for company inquiries, contract and renewal questions, and Mapp Cloud solutions on an international level
- Basic and complex analysis of technical support requests

- Interface with Engineering Team on P1 or complex issues, including ticket submission for customer and ensuring handling/resolution occurs
- Maintain and achieve customer and internal SLAs
- Build a sustainable and mutually beneficial relationship between customers and Mapp

#### **CAMPAIGN MANAGER**

(JULY 2018 – AUGUST 2019)

- Coordinate, facilitate & manage day-to-day tasks involved in deploying global omnichannel campaigns
- Testing and editing / amending HTML email codes
- Complete quality assurance checks on all campaigns. Ensuring best practice is met at all times
- Manage, integrate and modify/update subscribers
- Deploy emails to appropriate subscriber audiences
- Proactively make suggestions to improve campaign performance
- Liaise with clients in order to relay any information, or solve queries
- Ensure campaign requests are accurately and efficiently fulfilled within agreed timescales

### **COGNIZANT TECHNOLOGY SOLUTIONS PHILIPPINES INC.**

#### **CREATIVE ADS SUPPORT SPECIALIST 2 - vGuru**

(SEPTEMBER 2017 – JUNE 2018)

- Perform the same tasks with creative ads support specialist.
- Receive level 2 escalations from support agents and provide instruction and insights how to resolve the issue.
- Test and verify any report platform bugs and issues to Engineering team.
- Monitor and assist other support agents on their chat sessions and email tickets to ensure that the team provides the best support and client experience.
- Create root cause analysis on customer feedback and formulate measures to minimize dissatisfied customers.
- Review, monitor, and resolve pending tickets in the Creative Ads Support queue using the process knowledge and product expertise to achieve the team standard SLA's (service level agreement).
- Help our Team Leads by providing insights/feedback to get high customer satisfaction rating for the team.

#### **CREATIVE ADS SUPPORT SPECIALIST**

(DECEMBER 2015 - SEPTEMBER 2017)

- Provide support via chat and email channel to Studio advertisers, creative agencies and individual clients with questions about HTML5 banners, Google Web Designer and DoubleClick Studio.
- Apply advanced troubleshooting techniques and resolves technical issues on creatives built in plain HTML5 and Google Web Designer.

- Learn new trends in building creatives including HTML5, CSS and Javascript to cope up with the recent changes in the Rich Media and Digital Advertising Industry.
- Provide assistance on inquiries regarding various Rich Media formats such as in-page banners, expanding, interstitial/floating, lightbox, masthead and VPAID.
- Provide templates and guide clients through implementation of DoubleClick components and custom solutions.
- Monitor task queue, delivery status, and take measures to ensure productivity.
- Contribute in the documentation of bugs and their fixes shared to the team.
- Initiate updates on DoubleClick Help Center articles.

## **BACKEND CREATIVE DEVELOPER**

(SEPTEMBER 2014 - DECEMBER 2015)

- Normalizing unreleased products built by the Innovation Services team to ensure quality and readiness for external usage.
- Produce and develop creative template based Flash or HTML5 content from supplied assets based on market needs; manage template database to be kept up to date with current product versions.
- Improve the product as a whole through participation in usability testing and bug outs.
- Create and update technical client facing documentation on current products; manage Custom Layout templates in DoubleClick Studio as needed.
- Manage template database to be kept up to date with current product versions.
- Create/update technical client facing documentation on current products.
- Monitor task queue, delivery status, and take measures to ensure productivity.

## **SENIOR POST PRODUCTION DEVELOPER**

(MARCH 2014 - SEPTEMBER 2014)

- Develop Rich Media ads using DoubleClick Studio; worked with diverse Flash and HTML5 creatives and apply the site-specific specification.
- Create dynamic creatives to increase creative development efficiency using various targeting rules.
- Ensure cross-browser compatibility and resolve bugs when it's possible.
- Communicate with Rich Media Specialists and Campaign Managers about the task at hand clarifications and requests, through verbal, chat, or e-mail.
- Take in charge of the Team whenever Rich Media Specialist/Team Leads are unavailable/out of the office.
- Help train new developers through shadowing system and motivates them to do their best.
- Perform pre-QA testing of creatives before sending to Quality Assurance team; create notes concerning the tasks for Quality Assurance Specialist's reference.
- Ensure that the creatives are properly pushed/trafficked to the adserver DoubleClick Campaign Manager (DCM).
- Develop templates that can be used to speed up production.
- Monitor delivery status and slack time and takes measures to ensure productivity.

## **WIDE-OUT WORKFORCES INC.**

### **RICH MEDIA DEVELOPER**

(JUNE 2011 - MARCH 2014)

- Develops Rich Media ads using DoubleClick studio; worked with diverse Flash and HTML5 creatives, mainly Youtube mastheads and apply the site-specific specification.
- Debug/Troubleshoot rich media creatives.
- Perform pre-QA testing creatives before sending to Quality Assurance team; create notes concerning the tasks for Quality Assurance Specialist's reference.
- Communicates with Rich Media Specialists and Campaign Managers about the task at hand clarifications and requests, through verbal, chat, or e-mail.
- Learn new production design, development methodologies, trade tools and apply them in production.
- Help train new developers through shadowing system and motivates them to do their best.
- Take in charge of the Team whenever Rich Media Specialist/Team Leads are unavailable/out of the office.

## **EDUCATION**

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### **BACHELOR OF SCIENCE MAJOR IN INFORMATION TECHNOLOGY**

**BALIUAG UNIVERSITY**

2007 - 2011