



# KRISTINA MAE MEDRANO

## EXPERIENCE

### ECOMMERCE EXECUTIVE & SALES *STEM General Trading, United Arab Emirates*

2024-Present

- Update, upload, and maintain website content and product listings.
- Manage ecommerce platforms (Amazon, Mumzworld, DubaiStore, FirstCry, etc.)
- Create and manage social media posts, graphics, and videos.
- Handle email marketing campaigns and promotional emails.
- Process and pack orders for timely shipment.
- Assist with in-store sales and customer interactions.
- Provide online customer service, addressing inquiries and issues promptly
- Use Tally Prime for inventory, invoicing and order management.
- Monitor ecommerce performance and optimize listings.
- Coordinate with suppliers and logistics for order fulfillment

### IT ASSISTANT

*Emerge Management, United Arab Emirates*

2024

- Create presentations and advertisement for company course to post on social media.
- Maintain and Encode LMS and website Design and create booklet.
- Provide technical support for users (students, staff, clients).
- Troubleshoot software, network, and hardware issues.
- Backup and manage data.
- Monitor SEO (Search Engine Optimization) for website performance and rankings.
- Manage email accounts and access permissions

### WEB DEVELOPER & DESIGNER

### VIRTUAL ASSISTANT

2023-2024

*APEX Global Forum & Kari C (Upwork)*

- Designed and developed the CEO's personal and business websites using WordPress and Shopify.
- Created website design concepts aligned with brand identity and suggested feature enhancements to improve user experience.
- Managed CEO's calendar, scheduling, and daily administrative tasks.
- Prepared presentations, proposals, and handled email and client communication.
- Created, edited, and posted content for Instagram and LinkedIn; managed engagement and performance tracking; created design visuals.
- Coordinated virtual meetings, events, and travel arrangements.
- Assisted in drafting contracts and proposals for business deals.

### EVENT COORDINATOR

2022-2024

*Big Events Start Today Events Planning and Management*

- Supervise the event and intervene quickly to resolve problems.
- Plan, organize, and execute events.
- Communicate with clients and suppliers to coordinate event logistics.
- Provide assistance to the client and guests during the event.
- Manage guest registration and check-in process.
- Coordinate with vendors (catering, audiovisual, etc.) to ensure seamless event execution.
- Ensure adherence to the event timeline and schedule.
- Assist Client before and during the event.
- Monitor guest satisfaction and address any issues.

### INTERNSHIP

- Web Developer  
*Jcba Solutions and Consultancy Inc. March 2023 - June 2023*
- Troubleshooting and collaborate with senior developers to update the website and create new features.
- SAP BI Technical
- Web Development Training (HTML, CSS, PHP, Java script)
- Crystal Report Training

### CAPSTONE

### BrahmmyVs Covid

*An Educational Mobile Game For University of Batangas Preschool and Elementary Students*

Highly motivated IT graduate equipped with a versatile skill set and a solid academic background. Possessing a strong work ethic and exceptional problem-solving abilities, I am adaptable and quick to learn, poised to make meaningful contributions to any organization or company that aligns with my skills and aspirations.

## CONTACT

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- Filipino/Philippines

## EDUCATION

- Bachelor of Science in Information Technology

University of Batangas - Philippines  
2019-2023

## SKILLS

- Visual Design
- Digital Art
- Photoshop
- Web Design & Development
- Figma
- WordPress
- Shopify
- C#, HTML, CSS, JavaScript & PHP
- MySQL & SQL Server
- Tally Prime
- Creating UI's and UX
- Basic Game Development
- Basic Photo and Video Editing
- Microsoft Office Scheduling
- Virtual Assistant
- Customer Service and Assistance
- Scheduling
- Strong Communication Skills
- Problem Solving Technique

## LANGUAGE

English Tagalog