

DIXON CARNACETE

AUTOMATION SPECIALIST

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ABOUT ME

I enjoy turning ideas into reality and finding better ways to get things done. I'm naturally curious and enjoy learning new things, which helps me adapt quickly to new challenges

EDUCATION

2013 - 2018

PHILIPPINE CHRISTIAN UNIVERSITY

1648 Taft Avenue corner Pedro Gil Street

- BS Information Technology

WORK EXPERIENCE

■ **2023 - PRESENT**

Gamma Inc. | PBCOM Ayala Avenue, Makati City

Automation Specialist

Marketing Cloud

- Managing user accounts, configuring access permissions, and ensuring platform compliance with organizational policies
- Actively involved in Creating journeys and data extensions, and collaborating with the team to set up and test email, SMS, and PMA campaigns, ensuring optimal functionality and expected outcomes.
- Providing basic troubleshooting to stakeholders, including resolving access, permission, and journey-related issues, and tracking the number of users within the organization to ensure compliance with the 100-user limit for Marketing Cloud access
- Maintaining the naming convention for journeys and data extensions to standardize the format across the organization, using brand&market, and code for consistency.

ACHIEVEMENT

- Automated data import processes using Automation Studio, saving 5+ hours of manual work weekly.
- Created comprehensive user guides and documentation to streamline onboarding for new team members.
- Connected external APIs with Marketing Cloud to enhance campaign capabilities, such as real-time event-triggered messaging.
- Automated customer follow-ups across multiple platforms using Power Automate and Marketing Cloud, enhancing response rates by 18%.

IWMS2.0

- Managing user accounts across different departments,
- Setup and modifying template requests within each department
- Providing troubleshooting support to the users regarding their permissions and access.
- Creating and modifying dashboards in IMWS2.0 using Power BI to monitor all requests across the Payment Operations team

2021 - 2023

Eteam (Sub Company - Accenture)

HTML Developer / QUALITY ASSURANCE

- Evaluating code & component to ensure it meets industry standards, is valid, is properly structured, and is compatible with browsers, devices, or operating systems
- Responsible for overall web project management from development to execution and maintenance
- Performed validation of completed sites including the debugging and testing of component/code

2019 - 2021

Jiangnan

GRAPHIC DESIGN/SHOPIFY
DEVELOPER/TECHNICAL SUPPORT

- Managed multiple design projects simultaneously, meeting deadlines and ensuring client satisfaction through effective communication and revisions.
- Created and maintained consistent design assets, including logos, icons, and templates, to enhance brand recognition across all channels.
- Diagnosed and repaired printers, computers, scanners, and determined course of action for repairs based on staff reported issues
- Utilized design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to produce high-quality visuals.

SKILLS

- Automation Studio
- Email Studio
- Journey Builder
- Audience Builder
- SQL
- AMPScript

REFERENCES

Andreas Rivera

Gamma Inc. / Senior Automation Specialis

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