

**Roger Patrick B. De Castro**

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**OBJECTIVE**

To be a part of a prestigious organization where I can share my skills to contribute to its success.

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**SKILLS****TECHNICAL**

- Well versed in Content Management Systems (Sitecore, Interwoven Teamsite, Wordpress, Joomla)
- Advanced knowledge in Front-End Web Development (HTML/HTML5, CSS/CSS3, Javascript/jQuery)
- Knowledgeable in Video Content Management Systems (Brightcove, Kontiki)
- Knowledgeable in E-mail Marketing and CRM Softwares (Strongmail, Unica)
- Knowledgeable in Banner Management Systems (EPOM)
- Knowledgeable in Adobe Creative Suite
- Knowledgeable in On-Page and Off-Page Search Engine Optimization
- Proficient in Microsoft Office softwares

**OTHERS**

- Fluent in English and Filipino communication and comprehension skills
- Works well even under pressure
- Works with minimal supervision
- Team player

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**PROFESSIONAL EXPERIENCE****Web Production Officer**

HSBC Data Processing Philippines – Alabang, Muntinlupa, Philippines

July 2015 – Present

- Work with other web associates, web production officers, and senior web production officers to manage and maintain client websites using existing content management systems in HSBC within guidelines set by the manager, and the director.

- Assist information architects in designing site navigation to support a site's information architecture.
- Assist SEO Specialists to ensure best search engine placement for web content.
- Demonstrate familiarity with the web as a medium.
- Demonstrate familiarity with the range of CMS used within HSBC.
- Demonstrate sound fundamental knowledge of CSS, HTML, and JavaScript.
- Demonstrate ability to import text and data from external applications, and to convert external content into a web-appropriate format.
- Ensure quality control by checking pages to ensure all comments and changes are made, and that style standards are adhered to before jobs leave the team.
- Follow established department protocols and processes.
- Follow established online job code for all work produced.
- Follow industry standards for properly formed HTML and other relevant web standards, as indicated by the manager.

### **Email Marketing and CMS Associate**

Tyche Consulting Ltd., ROHQ – Makati City, Philippines

April 2014 – July 2015

- Work closely with Product Channel Managers to plan and execute cross-channel campaigns in line with the customer contact strategy including:
  - Ownership and management of Strongview e-mail broadcast system including all the technical aspects of e-mail launch.
  - Utilizing the Unica Campaign CRM tool to build and run all campaign selections for CRM campaigns ensuring all CRM campaigns are built accurately and delivered in a timely manner.
  - Management and loading of CRM banners to the CMS as part of integrated CRM campaigns.
  - Development, project coordination, and continual improvement of the process and procedures for campaign execution, from briefing to the delivery of the final campaign report, to ensure efficiency and scalability.
  - Conduct Strategic A/B testing, results analysis, and implement informed changes with consultation from Product Channel Managers.
- Work closely with Product Channel Managers to ensure the ongoing development of Unica as the primary CRM tool for email and onsite communications including:
  - Helping define future requirements
  - Helping with the implementation of new features
  - Ensuring new features are being utilized within campaign execution
  - Update website's content and directories
  - Perform QA and website usability on all CMS work
  - Banner upload, tagging, and management
  - Create reports and recommendations

## **Web Content Administrator**

Tyche Consulting Ltd., ROHQ – Makati City, Philippines  
December 2012 – April 2014

- Updating website content (Gambling News Site – CalvinAyre.com and CalvinAyreAP.com)
- Updating directories
- Conducts on – page SEO for each website content
- Creating images for website content
- Moderating site comments
- Checking emails and filtering inquiries from website users
- Editing and Sending of weekly e – newsletters
- Front End quality assurance
- Re-naming pictures and tagging articles
- Testing website usability
- Creating reports
- Updating Social Networks and YouTube

## **Web Promoter (SEO Link Builder)**

One Jump Web, Inc. – Makati City, Philippines  
February 2012 – November 2012

- Perform Search Engine Optimization activities
- Conducts link building techniques like:
  - Article Submission
  - Directory Submission
  - Blog and Web 2.0 Posting
  - Forum Ad Posting
  - Social Media Posting
  - Social Bookmarking
  - Online Reputation Management
  - Link Wheel
  - Guest Blogging
  - Blog Commenting
  - Participate in Q&A Sites
- Creates Blogs in Wordpress, Blogger, Tumblr and other blogging platforms
- Conducts keyword research and generate keyword lists
- Conducts quality assurance testing for website
- Responsible for handling and creating ad campaigns for Facebook
- Monitors conversions for Facebook Ads
- Manages Facebook Fan Page and Twitter Profile for handled site
- Monitors the traffic, conversion and rankings for handled site
- Reports generation and analysis

### **Administrative Assistant**

Home based

Buildzoom.com – Scottsdale, Arizona

August 2011 – January 2012

- Responsible for the creation of contractor profile websites
- Conducts quality assurance testing for website
- Responsible for ad postings
- Conducts customer correspondence via email and chat

### **IT Assistant**

On the Job Trainee

Unicapital Incorporated – Makati City, Philippines

April 2010 – May 2010

- Provide IT and customer technical support
- Responsible for troubleshooting and setting up networks
- Responsible for computer software and hardware installation and troubleshooting

## **EDUCATION**

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### **Bachelor of Science in Computer Science**

University of Perpetual Help System – DALTA

Bacoor, Cavite, Philippines– 2011

### **High School Diploma**

Sangley Point National High School

Cavite City, Cavite, Philippines - 2006

### **Elementary Diploma**

Saint John Fisher School

Imus, Cavite, Philippines – 2002

## **PERSONAL INFORMATION**

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<b>Date of Birth:</b>	March 26, 1990	<b>Place of Birth:</b>	Manila, Philippines
<b>Sex:</b>	Male	<b>Citizenship:</b>	Filipino
<b>Religion:</b>	Roman Catholic	<b>Civil Status:</b>	Single
<b>Height:</b>	5'7"	<b>Weight:</b>	65 Kg