

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.

SKILLS

TECHNICAL

- Knowledgeable in Front-End Development (HTML, CSS, Javascript)
- Knowledgeable in Email Marketing and CRM Softwares (Strongmail, Unica)
- Knowledgeable in Banner Management Systems (EPOM)
- Knowledgeable in Adobe Photoshop and Adobe Dreamweaver
- Knowledgeable in Content Management Systems like Joomla and WordPress
- Knowledgeable in Blogspot, Tumblr, Wordpress and Other Blogging Platforms
- Knowledgeable in Search Engine Optimization and Link Building Techniques
- Desktop hardware troubleshooting
- Basic network setup (LAN and WLAN)
- Knowledgeable in Microsoft Office

OTHERS

- Proficient in English and Filipino communication and comprehension skills
- Works well even under pressure
- Works with minimal supervision
- Can work alone or with a group

WORK EXPERIENCE

Email Marketing and CMS Associate

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

- 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

Bachelor of Science in Computer Science

University of Perpetual Help System – DALTA
Molino, Bacoor, Cavite– 2011

High School Diploma

Sangley Point National High School
Naval Base Cavite, Cavite City, Cavite - 2006

Elementary Diploma

Saint John Fisher School
Buhay na Tubig, Imus, Cavite - 2002

PERSONAL INFORMATION

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