MARK CHRISTIAN CABILI DACLES

CONTACT

Phone
available upon request

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Address
San Juan City, Metro Manila, Philippines

EDUCATION

2022 - Present
Master of Information Technology
University of the Philippines - Los Baños

2015 - 2019
Bachelor of Science in Information Technology
Polytechnic University of the Philippines - Sta.Mesa

STRENGTHS

- Motivated
- Reliable
- Resourceful
- Flexible
- Responsible
- Attentive

SCAN ME

CAREER OBJECTIVE

I am highly motivated individual seeking for a job where I can utilize my knowledge and skills I've honed to a variety of responsibilities. I am willing to gain new skills in order to adapt to the world of technology.

WORK EXPERIENCE

Marketing Cloud Developer   2024 - 2025
Comet CX

- develop preference center to manage customer's communication preferences
- build email templates with dynamic and reusable content blocks
- SQL-based query activities for audience segmentations
- audience segmentation using Data Cloud, Automation Studio, and Contact Builder
- create dynamic and personalized emails and SMS using AMPScript
- setting up Marketing Cloud platform
- create journey workflows that customers go through a series of interactions based on triggers such as customer actions or data changes

Marketing Automation Specialist   2022 - 2024
Aquient

- implement and execute end-to-end marketing campaigns using Salesforce Marketing Cloud
- create dynamic and personalized emails and SMS using AMPScript
- create journey workflows that guide customers through a series of marketing interactions based on triggers such as customer actions or data changes
- audience segmentation using Automation Studio or Audience Builder
- create and manage data extensions, data relationships, and data models within Marketing Cloud
- leverage data analytics tools within Salesforce Marketing Cloud

I have also experienced these while completing my tasks:
- planning and executing IP Warming
- Marketing Cloud Administrator
- support in creating Functional Requirements and User Training Manual

VOLUNTEERING

2024 - Present
Website and Design Officer and Chairperson for District Awards
Rotaract Clubs of District 3800

2020 - 2022
ADRR of Zone 7
Rotaract Clubs of District 3800

2019 - 2020
Champion President
Rotaract Club of San Juan East

Web Developement Specialist II   **2022 - 2022**
Straightarrow Corporation

Web Developement Specialist I   **2021 - 2022**
Straightarrow Corporation

Web Developement Associate   **2019 - 2021**
Straightarrow Corporation

- development and execution of email marketing campaigns in Salesforce Marketing Cloud
- proofing, testing, and troubleshooting HTML emails to follow both brand and current code standards
- building and responsive marketing emails (templates/bespoke) that render beautifully across devices and all major email clients
- landing page and form creation
- design and automate campaigns using journey builder

Mobile Developer Intern   **2018 - 2019**
PRIME Philippines

Assigned in developing the company's mobile application using React Native and used JavaScript libraries like Redux.

TECHNICAL SKILLS

Programming	Javascript	Adobe
	Laravel	
Marketing Cloud	VB.NET	Photoshop
Eloqua	C++	
React JS	C	**Microsoft Office**
React Native	PHP	
ES6	COBOL	Word
HTML	MySQL	Excel
CSS	Git	Powerpoint

CERTIFICATIONS

Marketing Cloud Administrator
Salesforce
Issued July 2023

Marketing Cloud Developer
Salesforce
Issued April 2023

Marketing Cloud Specialist
Salesforce
Issued April 2023

Learning How to Learn
Coursera
Issued March 2021

Growth Driven Design
HubSpot
Issued Jul 2021 - Expired Aug 2023

Email Marketing
HubSpot
Issued Mar 2021 - Expired Apr 2023

Inbound
HubSpot
Issued Dec 2020 - Expired Dec 2022