

RENZ MAE S. LADROMA

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SKILLS

- Backend & Frontend Development (PHP, HTML, CSS, JS, REST/SOAP APIs, Wordpress)
- Database Design & Management
- Server Administration
- Project Coordination
- Digital Marketing (Website Optimization, SEO, Social Media/Mailchimp Campaign, Google Web Search Console, Google Analytics)
- Graphic Design
- Business & System Analysis
- Mockup, Wireframing
- Technical Writing
- UX Writing

EXPERIENCE

Technical Director

Upgradable (April 2020 - Present)

*Website Development

- Updated company website built from WordPress (web pages, functionalities)
- Created content and design web pages
- Performed SEO, website optimization; setup Google Analytics, Google Search Console
- Performed website backups
- Created website reports (performance, analytics)
- Developed web dashboard from scratch using Node.js
- Created and presented reports on website project status, roadmaps, and performance

*Marketing

- Created Marketing reports
- Manage and setup email/social media campaigns automation
- Create social media/newsletter content and graphics

*Product

- Own the Product department to start developing online platforms
- Gather and prioritize product and customer requirements, defining the product vision

System Engineer/Business Development Officer - IT and BPO

Tensei Philippines Inc. (October 2018 - April 2020)

- Conducted requirements gathering and requirement analysis to clients for IT and BPO projects
- Created Functional Specification Document and communicate it with the development team and Japan team
- Created system development, BPO project proposals for clients
- Defined project scope, timeline and budget
- Presented and did project demo (Software, BPO solutions) to clients; created own presentations
- Developed business strategy to market IT and BPO solutions of the company and collaborate it with company heads
- Attended meetings with clients, stakeholders, company partners and investors; created Minutes of the Meeting and communicate it with the team in Japan
- Attended roadshow, events; and presented IoT solutions
- Created user manuals, whitepaper, case studies (IT, BPO solutions), company newsletter
- Collaborate with development and design team to redevelop company's websites

- Backend development of software projects
- Manage, design and configure MySQL database for projects
- Manage and configure Linux servers
- Created system architecture design for projects
- Created test case and script; performed system testing

* Award: Employee of the Year 2019

Scrum Master

Ziaplex Inc. (March 2018 - September 2018)

- Facilitated scrum events like daily Stand-Up Meetings, Sprint Planning, Sprint Demo, Retrospective Meetings for different teams of Java, PHP, C#, Android developers, QAs, Business Analysts, System Analysts
- Monitored deliverable and commitments of each teams, team's deadlines using JIRA, Trello, physical task boards
- Attended client meetings and performed client presentations when needed
- Facilitated Sprint Planning, discussion, decision making, and conflict resolution
- Created mock-ups, Entity Relationship Diagram for an internal project - Human Resource Information System
- Documentation - User Guides, Technical Specifications Document, smoke testing

System Developer

Cosmic Digital Universe - Cherry Mobile (July 2016 - March 2018)

- Developed REST APIs, Content Management System portal using PHP; designed database and worked with mobile app developers for a news app, 'Info Center' which is available on GooglePlay and Appstore
- Developed REST APIs, manages the codes, setup daily mobile push advertisements (clients, in-house, 3rd party ads) which are received daily by millions of Cherry Mobile phones users; developed a dashboard portal for the push-ad reports
- Took initiative to setup MySQL Master-Slave Database Replication using CentOS Linux
- Setup an automatic backup for Redis data using Red Hat Linux
- Developed PHP scripts for automatic daily sending of reports to email with data from database (MySQL/MongoDB)
- Database design and management
- Server management
- Took initiative to setup an automatic daily backup of MySQL database for different servers
- Produced weekly and requested excel reports using excel formulas and queries extracted from database

Database Analyst - Intern

Globe Telecom - Main Office (July 2015 - February 2016)

- Produced daily and requested excel reports extracted from MySQL database
- Created user manual on how to use the department's request portal and the android&iOS mobile application project of our team
- Assisted for database clean-up and backup

EDUCATION

Far Eastern University - Institute of Technology

Bachelor of Science in Information Technology with specialization in Web and Mobile Applications

June 2012 - July 2016

- Awarded as one of the Top Performing IT students (2015-2016)
- Received Academic Scholarship (2015-2016)
- Received Presidential Scholarship (2012-2014)
- Elected as the Vice President (2015) and Secretary (2014-2015) of Information Technology Student's Organization
- Presented thesis to I.T. Fair 2015 and TechnoFest 2015; thesis featured in FEU-Tech's official publication

LANGUAGE PROFICIENCY

- English: Fluent
- Japanese: Basic Conversational Level
- Filipino: Native Level

- Certification:
TOEIC (Test of English for International Communication)
Listening: 485/495
Reading: 435/495
Writing: 190/200
Speaking: 160/200
(Valid until: 02/2022)