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Dear Sir/Madam,

I'm writing to express my interest to any of following careers within your company:
Webmaster / Senior Webmaster / Web Specialist / Web Analyst / Web Production Lead / Website Manager

Coming from an international company like HSBC, and a start-up e-commerce company like Pormada, I can guarantee that I am fully equipped to work for any type of industry. I can rapidly adjust and build a systematic working style as the business requires. My 3 and a half year experience in website production and maintenance for mid-large scale websites vastly enhanced my technical creativity and business know-how. It held me to be disciplined and organized in all aspects as a professional. Also, my exposure to stakeholders and colleagues of different cultures globally; and my personal passion for web innovation by keeping updated in the latest trends and web technologies; will surely be an asset to your organization.

I'm currently looking for opportunity to join a dynamic and ambitious company that gives importance to career development by providing trainings to enhance my current skills and competencies. And a company that can provide good compensation. I know that I hold the qualities that would be well utilized within these roles and therefore attached my cover letter and resume for your review. Please do not hesitate to contact me if you wish to discuss any further.

Regards,
Rica Jean Rubio

RUBIO, RICA JEAN D.

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http://ricajeandrubio.url.ph

TECHNICAL SKILLS

5 stars - Expert
3 stars - Intermediate
1 star – Beginner

- Webmaster Core Skills -
Domain / Web host ★★★★★
CPanel / FTP ★★★★★
E-mail / Troubleshoot ★★★★★

- Web Dev / Web Design -
HTML5 / CSS3 ★★★★★
JS /jQuery ★★
PHP / MySQL ★★
Media Queries ★★
Responsive Frameworks ★★

- CMS Platforms -
Wordpress ★★★★★
Teamsite ★★★★★
Shopify ★★
Magento ★★

- Web Validation Tool -
W3C Validator ★★★★★
Siteray ★★
Xenu ★★★★★

- Web Analytics Tool -
Google Analytics ★★
Google Webmaster ★★
Webtrends ★★
SEO ★★

- Code Editors -
Sublime Text 2 ★★
Adobe Dreamweaver ★★

- Image Editors -
Adobe Photoshop ★★

- Other Web Tools -
Google Drive ★★★★★
Filezilla ★★
Mailchimp ★★★★★

- Operating Systems -
Mac OS X ★★★★★
Windows ★★★★★

PROFILE SUMMARY

A webmaster with solid experience in practical application of industry's web standards and best practices. Has a hands-on experience on coding valid web pages using various CMS. Has a cutting-edge level of expertise in website optimization and maintenance. Has the ability to handle websites that require technical, business and marketing skills. A professional that is passionate on what she does and is always updated on latest web trends and technologies.

KEY QUALIFICATIONS

- Able to setup and build websites from scratch
- Can create/modify web pages using HTML/HTML5, CSS/CSS3, and JQuery
- Performs website validation by the use of various web validation tools
- Ensure that all web pages are tested and displays properly to all web browsers
- Performs debugging and maintenance/support throughout the site

PROFESSIONAL EXPERIENCE

Webmaster / Web Master

January 2013 – Present | Flash Gate Business Solutions (Pormada)

- Responsible for the overall performance of the website. He/she must know how to set up a website – purchasing domain, choosing the suitable web host and handling the Cpanel. He/she enhances and maintains Pormada shopping website; Improves Pormada's site structure and user experience. A webmaster optimizes website's media and web pages. He/she must know web design and web development skills such as HTML, CSS, JQuery & Photoshop. Being inclined to various CMS would be an advantage. A webmaster must know how to build website that is SEO friendly and is following the international web standards and best practices.

- Constructs and administers Pormada's e-commerce site & blog site.
- Optimize and improves the performance and speed of the websites.
- Take part in the initial planning of creating or improving a website.
- Responsible for the content updates on the site, blog, and social media.
- Design/code email promotions then load them using an email-marketing tool for testing and send-out.
- Debug issues that arise with the performance of the website
- Review site architecture and restructure as needed.

Web Associate / Web Content Manager

June 2010 – October 2012 | HSBC Electronic Data Processing Philippines

- Produce web pages using HTML and CSS, using a range of HSBC Group-owned web content management systems and publish content online that fit project requirements and adhere to content and design guidelines as well as established industry standards and best practices.

- Manages the daily content updates websites to meet client's request.
- Performs quality checking to ensure if the page is following brand guidelines, editorial style guide & client's request.
- Accomplishes site migration and large-scale content publishing through the use of Interwoven's Teamsite.
- Performs validation to web pages to be W3C compliant.
- Ensure that all HSBCnet web pages are optimized for SEO.
- Creates Web Analytics Tags; On-site and Offsite Campaign tracking.

ACCOMPLISHMENT & EDUCATION

Guest speaker for 4th year
PUP Engineering Student's Seminar
Web 2.0: Latest Trends and Technologies

BS Information Technology
PUP – Santa Rosa (2010)
1.69 (B+, Very Good)

BUSINESS SKILLS

- Ability to handle the end-to-end workflow process of a project/task

- Strong leadership and adaptability of highly challenging tasks and problems

- Effective interpersonal skills with ability to collaborate and work effectively with individuals/groups

- Ability to handle multiple tasks and meet deadlines while maintaining focus despite conflicting demands

- Maintain composure and professionalism in a fast-paced work atmosphere

- Strong command of both written and spoken English

- Initiative to actively seek new knowledge and improve skills

- Has passion for innovative ideas, coupled with the ability to understand and assimilate different points of view

REFERENCES

Ariel D. Ponce
HSBC Electronic Data Processing
AVP – Digital Publishing
09175983906

Elynoel Cristoria Jr.
HSBC Electronic Data Processing
Senior WPO – Digital Publishing
09175857829

Sarah Meier
Flash Gate Business Solutions (Pormada)
Creative Director – Creative Team
09209140244

PROJECTS

Here are the projects that I've been involved with the production, enhancements and maintenance. For details about the projects, please visit <http://ricajeanrubio.url.ph/works>

- Pormada shopping site redesign - <http://www.pormada.com>
Enhance user experience and optimize the pages, images and other media for Pormada new look and feel using Magento.
- Pormada category restructure & attribute cleanup - <http://www.pormada.com>
Assign appropriate attribute set & attributes for product catalogs so every product will be more filterable for the target audience.
- We Creative Natives - <http://wecreativenatives.com>
Develop and redesign Pormada's blogging site using Wordpress.
- You are what you wear e-commerce site - <http://shopyawyw.myshopify.com>
Analyze, modify and enhance e-commerce site using Shopify.
- You are what you wear blog site - <http://www.yawyw.com>
Analyze, modify and enhance blogging site using Wordpress.
- HSBC AMG - www.global.assetmanagement.hsbc.com
Modify and enhance asset management site using Teamsite.
- HSBC public website migration/revamp
- HSBC housekeeping for W3C Compliance
- HSBC housekeeping for Web Analytics
- HSBC housekeeping for Information Architecture
<http://www.hsbcnet.com>
Perform several site optimization focus projects for HSBCnet.

TRAININGS & SEMINARS

Technical Trainings/Seminars		
24 hours : Jul 2013	Beginning PHP, Apache, MySQL	PCCI (Philippine Center for Creative Imaging)
4 hours : Apr 2013	The Power of the Cloud	Accenture Technology Talk
24 hours : Sep 2012	JavaScript and JQuery	PCCI (Philippine Center for Creative Imaging)
24 hours : Aug 2012	Fast-track to HTML and CSS	PCCI (Philippine Center for Creative Imaging)
5 hours : Feb 2010	MySQL, Drupal, Web Hosting	Convergence of Net25

Soft skills Trainings/Seminars		
8 hours : Sep 2012	Presentation skills Master class	HSBC On-site Training
5 hours : Aug 2012	Introductory Business Writing Skills	HSBC On-site Training
4 hours : Jul 2011	Transition Management On-boarding Program: - (1)Emotional Intelligence, (2)Time Management, (3)Behavioral Coaching, (4)First Triad Session, (5)Creating an Effective Personal Development Plan	HSBC On-site Training
5 hours : Mar 2010	Prepare. Go Hard. Win: A Guide to a Successful Career Kick-off	Paul Joseph Ledesma
5 hours : May 2009	Personality Empowerment	Farah Garcia – Mortel