



MARIO S. GARCIA

POSITION: Digital Marketing Technologist

SKILLS:

Digital Marketing Tech Stacks, Visual Design, UI/UX Development, Cloud Stack

SUMMARY OF QUALIFICATION

I have been working as graphic designer since 1996 (*27years*). Learned commercial web design and digital marketing technologies since 2008 (*15years*) and developing PHP & Javascript web/cloud applications, marketing automations and creating marketing digital infra since 2015 (*8years*). Industries that I worked for are digital marketing agencies, printing companies, startups, media/movie firms, law firms, ecommerce and business consultants. My stack expertise are Javascript & Frameworks, PHP, HTML, JSON, XML, MySQL and CSS. My works include CRM automation, eCommerce, Dashboard and automations, CMS, ERP, Social Media Management and various SAAS apps for business growth.

KEY SKILLS

Graphic Design/Motion Graphics: Adobe Creative Suite (25yrs), Canva (3yrs), Figma (2yrs), Microsoft Office/Publisher (20yrs), Bootstrap Studio (5yrs), Sketch, (1yr) Corel (5yrs).

Frontend: Bootstrap (5yrs), Material UI (3yrs), CSS/CSS3 (15yrs), HTML5 (5yrs), Smarty (3yrs), Twig (2yrs), Blade (3yrs), Vanilla JS (15yrs), TypeScript (2yrs), ES6 (3yrs), TailwindCss (1yr), jQuery (10yrs), Saas (3yrs), Less(3yrs), Scss(3yrs), Elementor (5yrs), Radix UI (1yr)

Server Side: cPanel (15yrs), Amazon AWS (5yrs), Google Cloud (5yrs), CloudWays (3yrs), Netlify (3yrs), Digital Ocean (3yrs), Vercel (2yrs), VPS (3yrs)

Automation: GoHighLevel, Ontraport, Keap, Zapier, Make.com

Email: Brevo, PowerMTA, MailChimp, AI Email, Ontraport, ActiveCampaign, FluentCRM, SugarCRM, Bitrix24, Netsuite.

Ad Platform: Meta Ads, Google Ads, Bing Ads, AdPlugg, ByteScout.

Analytics: Google Analytics, Microsoft 365, GTM

Funnel: Wordpress, GoHighLevel, Ontraport, Keap, ClickFunnel

Integration: Twillio API, ChatGPT, Open AI, PostMan

AI: Midjourney, OpenAI, ChatGPT, ConversationAI

WORK HISTORY

Project-Base for Large Companies (Remote) (since 2008)

Wikihow (Graphic Designer) - 2 years

Role: Implement creative visualization of wiki articles.

Colgate Palmolive Philippines (Graphic Designer) -1 year

Role: Creating creative materials for marketing.

BBC UK—1 project only—Event visual collaterals

Role: Created website and graphics for media festival events.

PartTime/FullTime for Small Companies (Remote)(since 2008)

Argonyx Marketing (Australia)(FT) - Build automation infrastructures for marketing.

Strategizing digital marketing using trendy tools, integrations. Build decision dashboard for overseeing marketing activities of various clients.

Intense Luminosity—Switzerland - March-2022—Jan-2023 (FT)

Role: Building Saas integrations applications, creating creatives and manage/build marketing automations.

Cybernut Solutions - USA—2013-2014 (FT)

Role: Establish social media, web integrations, CRM and ERP.

WSI Chicago USA - Dec2008-Jan2010 (FT)

Role: Building websites using Wordpress and Joomla. Build integrations and email automations.

UpwardAction—USA (Digital Marketing & Integration) - Jan-2018-Dec-2020 (FT)

Role: Building websites, sales pages, CRM automation and Email marketing.

Global Contact Solution — Ortigas Center , Philippines (Web Designer) (2010) (PT)

Role: Wordpress creator, build websites.

Blackstone Hathaway—USA - Jan 2021-Feb 2022 (PT)

Role: Creating web technology for finance a consultant. Manage CRM, Email marketing and create creatives. Creating digital marketing infrastructures and implement marketing strategies in a digital way.

Panoptic Marketing—NY USA - Feb 2010 - June 2013 (PT)

Role: Manage marketing collaterals for USA companies.

Full Time Office Base

RRDonnelly Philippines (Graphic Designer) 2015 (6 months)

Role: Quality control of printing materials and PDFs for global top 500 companies.

Izone Technologies (Web Developer) (*July 2013 - 6 months*)

Role: Web technology implementation— Wordpress, Codeigniter, CRM Automation, Email marketing

Gintong Aral Publications, Inc.(1998-2008) - (*10 years*) *Senior Designer*

Role: Supervisory role in design department for a publication

Dane Publishing House, Inc. (1992-1996) - (*4 years*) - *Junior Designer*

Role: Illustrator/designer for a publication books & magazines

Projects for Various Companies & Personalities (since 2008)

The Tag Team (Top Billboard singer), BBC Reporter, Ace Cruz (Hollywood Film), Roomganize, David Rosenberg (NY Celebrity Surgeon), Jason Jackson (Australia), Manny Pacquiao Film, Andrea Weiss (NY Film Maker), Hillsong Concert PH, Outrage film (Michael Madsen-Kill Bill 2).

Task: Web development, creative design, web technology consulting, marketing technology consultant

EDUCATION

Tertiary

- **Technological University of the Philippines TUP (2008-2012)** (Manila, Philippines)
Bachelor of Technology major in Graphic Arts and Printing Technology
(Bachelor degree for continuing education program of Commission on Higher Education under ETEEAP)
- **FEATI University (1999-2000)** – (Manila, Philippines) – BS Fine Arts (1 yr)

SEMINARS/Workshop/Short Courses

- Full-Stack Engineering, eCommerce and Project Management—EDX
- Social Media Strategy Workshop Boracay Ecovillage Resort and Convention Center, Philippines (April 28-30, 2010)
- Adobe Flex Programming PCCI, Makati (March 29, 2008)
- Wall Prints Coverings Philippine Trade Training Center (Manila, Philippines) (2008)
- Web Graphics and Production Philippine Trade Training Center (Manila, Philippines) (September 9-10, 2008)
- Flash Animation and Programming Philippine Women University (Manila, Philippines) (July -October 6, 2008)
- Practical Electricity National Manpower Council (Laguna) (February-March, 1991)
- Basic Programming FEATI University (2000) - 40 hours

CERTIFICATIONS

- Brainbench.com Certification in Adobe InDesign CS taken August 2007
- Brainbench.com Certification in Macintosh OS 10.4 (Tiger) taken August 2007
- Brainbench Certification in Computer Fundamentals Windows 95/98 (2002)
- Brainbench Certification in Information Technology Terminology (2007)
- Brainbench Certification in Computer Fundamentals Windows XP (2007)
- ExpertRating.com Certified Professional (Adobe Photoshop CS2) taken August 17,2007
- Expert Rating.com Certification in Computer Skills (2007)
- Expert Rating.com Certification in English Language - Sentence Structure (2007)

AWARDS/RECOGNITION

- Finalist 11th Philippine Web Awards (www.philippinewebawards.com) (2008)
- Nominated 10th Philippine Web Awards (2007)
- Loyalty Awards 2005 (Gintong Aral Publication Inc.) (2005)
- Semi-Finalist Metrobank Painting Competition (2000)
- 2nd Place Pakil Painting Competition (1996)
- Official Representative - Laguna On-the-Spot Painting Competition (1990)