



Alirazed S. Mira-ato

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Experienced, knowledgeable and highly skilled individual seeks a promising full-time position. Able to function as a marketing specialist, administrative executive, IT support, customer-service coordinator or other pertinent position. Has an extensive experience in digital marketing — search engine optimization and marketing, social media management, content marketing, research and web development. Other proficiency includes administrative functions, advance IT knowledge in hardware systems and software utilization. Fluent in English, uses it as a primary medium for communication.

EXPERIENCE

Zeit-G Digital Marketing

Marketing Specialist — Founder, Oct 2016 – Aug 2018

Iligan City, Lanao Del Norte, Philippines

www.zeit-g.com

- Established a digital marketing group that specializes in the area of search engine optimization, social media marketing and management, content marketing and web development.
- Worked closely with clients on a daily basis, developing new ideas and approach to efficiently improve their business.
- Responded to clients' requests and suggestions, ensuring that their requirements and deadlines are attainable.
- Effectively managed our clients and customers' projects, long- and short-term contacts.
- Conducted extensive trainings to employees and colleagues, as well as clients.
- Reviewed key performance indicators. Proceeded to analyze, research, enhance existing campaigns or apply new strategies in accordance.
- Conducted meetings and consultation with the team to ensure a coherent and consistent output is achieved.
- Helped local and small businesses set up and boost their brand by enhancing their presence by exposing and establishing it on different digital channels.
- Developed engaging and viral contents — images, videos, contextual articles, polls, infographics, etc.
- Developed brand awareness and online reputation through social media outlets.
- Generated leads through social media, landing pages, inbound marketing, email marketing and research.
- Improved the audience interaction by answering queries, giving feedback through comments, tweets and a more direct approach.
- Experimented with a variety of organic and paid acquisition channels like PPCs and affiliate promotions.

Philippine Postal Corporation

IT Admin support, Apr 2014 – Sept 2016

Tamparan, Lanao Del Sur, Philippines

- Ensured that the computers and other hardware are highly functional by conducting weekly maintenance.
- Performed troubleshooting in both hardware and software complications.
- Improved the network system within the department by setting up network folders, remote applications and common hardware sharing.
- Trained and assisted the elderly employees and interns in utilizing the computers and other hardware.
- Reviewed and monitored requests for materials and equipment needed by individuals within the department, ensuring that everyone is comfortable and work-ready in the office.
- Transcribed old records and documents to ensure back up and accessibility.
- Provided the necessary support to ensure the accountability, transparency and authenticity of documents coming in and out of the department.
- Organized and maintained the department's electronic and tangible files such as e-mail, spreadsheets, word documents, PDFs, databases, image files and paper records.

S.G. Baylon Transport Services
Marketing Executive Mar 2012 - Mar 2014
Iloilo City, Philippines

- Created and designed a wide range of different marketing materials such as advertisement banners, pamphlets, brochures, tarpaulins and other print materials.
- Entertained potential customers by answering inquiries, via telephone, email or social media, about the product and services offered.
- Recommended potential improvements to the services and products offered to the management by collecting customer information and analyzing customer feedback.
- Conducted research, surveys and statistics that are potential references for future improvements of the company.
- Enhanced the company's reputation by approaching satisfied customers to provide a public feedback through social media, advertisements and surveys.
- Analyzed sales activities in relations with the marketing campaigns.
- Analyzed marketing campaigns to assess and forecasts budgets and ROIs.
- Collaborated with local government offices to promote sponsorship during events and other significant occasions.

J3 Café and Computer Shop
IT Help Desk, March 2011 -
Iligan City, Lanao Del Norte

- Provided technical assistance and support for incoming queries and issues related to computer systems, software and hardware.
- Implemented a simple system which provided customers comfortable and easy queuing and scheduling during business peak hours.
- Performed troubleshooting through diagnostic techniques and research.
- Assembled and installed a wide array of computer systems, workstation, and peripheral hardware.
- Improved the efficiency of obsolete computers by analyzing and reducing unnecessary programs while retaining the computer's regular output.
- Ensured that the computers and other hardware are highly functional by conducting weekly maintenance.
- Performed daily check the on the software and necessary programs that are regularly used.

EDUCATION, CERTIFICATIONS

La Salle Academy, Iligan City, 2011
Mindanao State University - Iligan Institute of Technology, Iligan City

Computer Servicing and Operations Training, Iligan Computer Institute
Windows System and Networking, Interface Computer College
Hubspot Social Media Expert Certification
Hubspot Content Marketing Certification
Hubspot Inbound Marketing Certification
SEMrush Technical SEO Certification

CORE SKILLS

- Administrative Support — *Customer Service, CRM, Document Handling, Microsoft Office, Project Management*
- Computer Hardware — *Assembly, Installation, Maintenance, Troubleshooting*
- Database Management — *Management, Data Analysis, Spreadsheets*
- Microsoft Windows OS — *Configuration, Networking, Software Installation & Utilization, Troubleshooting*
- Web Development — *CSS, HTML, Graphic Design*
- Marketing — *Digital Marketing, SEO, Social Media Marketing and Management, Content Creation, Email marketing, Lead Generation, Project Management, Strategy Development and Deployment*

REFERENCES

Name: Louie Rosales
Company: Zeit-G Digital Marketing
Position: Head Executive
Location: Philippines
Contact Number: (+63) 9261066103
Email: projects@zeit-g.com

Name: Clarence Jan Jimenez
Relation: Customer/Client from Zeit-G Digital Marketing
Location: Philippines
Contact Number: (+63) 9755982865
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Name: Mr. Ryan Cheng
Company: Zhou Retail Homes 周住房公司
Position: Customer/Client from Zeit-G Digital Marketing
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Name: Jocelyn Baylon
Position: Supervisor
Company: S.G. Bay Transport Services
Location: Iloilo City, Philippines
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PERSONAL INFORMATION

FIRST NAME	Alirazed
MIDDLE NAME	Salo
FAMILY NAME	Mira-ato
DATE OF BIRTH	October 01, 1995
ADDRESS	Al Mansoura, Doha, Qatar
NATIONALITY	Philippines
MARITAL STATUS	Single
RELIGION	Islam
LANGUAGES	Filipino, English
VISA TYPE	Family Visit
PASSPORT NUMBER	EC76 [REDACTED]
PASSPORT EXPIRATION	May 09, 2021
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