

# Clifford Bermejo Estrella



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## CAREER OBJECTIVE

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To secure a position where I can fully utilize my skills, knowledge, and education, while leveraging my organizational abilities to contribute effectively to the team.

## WORK EXPERIENCE

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### **Datawords PH**

### **Digital Specialist II**

**May 2021 to May 2024**

I manage the integration of text content across various website pages, including Product Detail Pages (PDP), homepages, and landing pages, using CMS platforms and tools such as SFCC, Hybris, AEM, Magento, WordPress, along with HTML, CSS, and JavaScript. I also localize digital assets, including banners and product images, using Photoshop and Illustrator. Additionally, I oversee product enrichment processes to ensure comprehensive and accurate content representation.

### **DevelopHour**

### **Junior Web Developer**

**Sept. 2020 to March 2021**

I design and develop websites tailored to client needs, whether for e-commerce, blogs, business platforms, or landing pages. I collaborate closely with clients throughout the process, ensuring that the website services provided are precisely aligned with their business goals.

### **Channel Precision Inc.**

### **Data Analyst**

**April 2019 to Sept. 2020**

As a member of the Inventory Team, I was responsible for updating, analyzing, and strategizing inventory levels for branded items to prevent stockouts. I also automated parts of the updating process, reducing processing time by 10%.

### **Azpired Inc.**

### **Customer Service Rep.**

**February 2018 to June 2018**

My task was to coordinate taxi services by booking nearby cabs for customers and providing taxi drivers with the customer's location for efficient pickups.

### **Maxtech Electronics**

### **Web Developer - OJT 2**

**Dec. 2017 to March 2018**

At the same time when I was in Azpired, I develop a web based Purchased Order Receipt. Also, I included a data base to tracker orders.

### **Cloud Employee**

### **Email Researcher - OJT 1**

**March 2016 to May 2016**

I was assigned to research and gather emails of technology related websites.

## EDUCATION

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University of the Visayas	College	2014-2019	BS Information Technology
Cebu City Don A. Gothong Memorial National High School	High School	2008-2012	
Pagla-um Village Elementary School	Grade School	2002-2008	

## SKILLS

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- **Text Documentation:** Proficient in MS Office Suite, Google Workspace
- **Excel Automation:** Expertise in MS Excel VBA/Macro development
- **Photo Editing:** Skilled in Adobe Photoshop, Photopea
- **Vector Graphic Design:** Proficient in Adobe Illustrator, Inkscape
- **Video Editing:** Proficient in Capcut, Clipchamp, Adobe Premiere
- **Web Design & Development:** Experienced with HTML, CSS, JavaScript, WordPress, Salesforce CC, Magento, Hybris
- **UI/UX Design:** Competent in Figma, Adobe XD
- **Project Management:** Proficient in Jira, Confluence
- **Data Management:** Experienced with FileZilla, AWS

## REFERENCES

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### Alan C. Felicano

Dean, College of Computer Studies  
University of the Visayas  
253-6173

### Rondel Ahig

Account Supervisor  
Azpired Inc.  
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### Neil Molina

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