

Jasper Paulo C. Francisco

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WORK EXPERIENCE

Web Design & Web Development

Web Designer / WordPress Developer (November 2022 - Project-based)

- Utilized Adobe XD and Photoshop to design and create professional websites, including wireframes, prototypes, and visual elements.
- Developed a website using WordPress, including selecting and implementing various plug-ins and themes. Utilized basic SEO techniques with the Yoast plug-in to optimize the website for search engines.

Non-Fungible Tokens (“NFT”) Projects

Graphic designer - Project Godjira (November 2021-July 2022)

- Created 21 graphic designs to date using software such as Photoshop, Illustrator, and After Effects which have been posted on Twitter. Tweets gained interactions with 382 likes, 370 retweets, and 348 comments on average. Received a YTD 3.5/5 feedback on average indicating superior performance.
- Provided assistance in animating NFT arts for project Genesis 2 (Godjira’s 2nd collection) using Adobe After Effects. Works closely with 3 lead artists from countries such as the Philippines, Canada, and Australia.

Moderator /Admin - Curated Arts Group (November 2021- January 2022)

- Provided assistance in setting up the group’s Discord channel. Gained 500+ members by communicating and engaging with its community members and by actively sending invites through Twitter and other Discord communities. Worked closely with 6 people composed of moderators and admin to ensure an orderly and peaceful community.

Virtual Assistant - NFT Whitelist Service (August 2021 - March 2022)

- Scheduled upcoming pre-sale minting on Google sheet using pivot tables, created fan art using Photoshop and Illustrator, communicated and built relationships with different NFT projects communities on Discord to secure whitelist spots for my clients, and ran errands as requested.

RE Franchising Corporation

Freelance Marketing Consultant (September 2018-September 2019)

- Utilized Facebook to generate leads to meet sales goals using Facebook Ads through the business manager and responded to an average of 50 messages per day and managed to close 4 out of 2 monthly quotas making a 200% sales hit rate.
- Performed 15 cold calling per day on average from generated leads and negotiated with prospective clients while still being compliant with the data privacy act.
- Met with potential clients to promote and discuss further the products and services offered by RE such as Siomai Best, Milktea Station, Monique Siopao, Bentellog Republic, and Burger State, and gave them advice on how to start a small business by offering them a different business package depending on their capability and goals.
- Recognized as Top Marketing consultant for the month of February 2019 for hitting a sales goal of 100,000 pesos per month.

SunLifeGrepa Philippines

Freelance Financial Advisor (August 2018 - April 2019)

- Licensed Financial Advisor (August 15, 2018 - December 31, 2020)
- Met with potential clients and discussed financial concepts (budgeting, debt management, savings, and

investing) that will help them manage their money better. Developed a financial plan based on their current lifestyle and risk appetite. Managed to close 5 out of 3 monthly life insurance policies making a 166% sales hit rate.

- Awarded as 30,60, and 90 Day Champion and Top Financial Advisor FTM September 2018 for hitting 3 policies per month, Rookie Champion, and 3rd runner-up Great Achievers Award for achieving a total APE of 375,000 pesos.
- Built and cultivated working relationships with clients to ensure all support needed is met.
- Prepared financial document summaries, investment performance reports, and income projections to help clients make informed financial decisions.

ENTREPRENEURIAL EXPERIENCE

TaiCha Milk Tea

Co-founder(*March 2020 - Present*)

- Co-founded, built, and managed all aspects of business with the help of my Family, including product development. Reached return on investment ("ROI") within 12 months since establishment.
- Performed marketing research through strategic planning to determine what marketing channel to use to boost brand awareness and used Facebook as a marketing channel.
- Organically promoted products on different community groups on Facebook and gained 1,000+ page likes with an average of 392 reach on each post and hitting an average sales of 30,000 monthly.
- In charge of the inventory costing and pricing of our products to ensure the target profit margin is met
- Builds and cultivates working relationships with suppliers and customers to ensure all needed support is met
- In charge of the opening and closing of the physical store. Opening tasks include preparation of the cups, boba pearls, and brewed tea. Closing tasks include counting of petty cash and total cash for the day.
- Prepares daily recording of sales and expenses to ensure that all transactions are properly accounted for
- Monitors inventory to ensure that the company has sufficient inventory supplies to meet customers' demands.
- Prepares monthly reports such as the computation of net profits and inventory reports.

EDUCATION

University of the East - Caloocan (June 2014 - April 2018)

Bachelor of Science in Business Administration major in Marketing Management

SKILLS AND INTEREST

- Skilled in the Facebook and Instagram business page, graphic designing, and Interpreting basic analytics such as demographic, interest, and location. Proficient in using Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Adobe XD and Canva.
- Advanced Website building through WordPress, advanced HTML,CSS, Bootstrap, and JavaScript, advanced SEO using Yoast, and Web Designing using Adobe XD and Adobe Photoshop.
- Interested in advancing my knowledge and skills in Web development, Web design, PHP, MySQL, SEO, and Web3 Development.