GEROME ALMARIO TAYAO

IT SERVICE MANAGEMENT SPECIALIST | DIGITAL MARKETING PROFESSIONAL | MULTIMEDIA DESIGNER

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WORK EXPERIENCES

IT and Sales Specialist..(July 2024 - Present)

Intern as IT Service Management Specialist..(January - May 2024)

Results Marketing Partners | Lititz, Pennsylvania

- **IT Service & Incident Management** – Diagnoses and resolves IT issues, prioritizes tickets, and ensures minimal service disruption. Implement problem management strategies to prevent recurring issues.
- **IT Support & Network Security** – Resolves hardware, software, and network issues, implements cybersecurity measures, and trains interns on best IT practices.
- **Project & Technology Management** – Leads IT projects, manages system upgrades, ensures data backup & disaster recovery, and aligns tech solutions with business goals.
- **CRM & Data Management** – Maintains accurate sales records, tracks performance in Elite360, Bitrix24, and ensures compliance with data security regulations.
- **Collaboration & Digital Marketing Alignment** – Works with marketing & project teams to integrate SEO, PPC, and social media strategies with sales efforts, ensuring smooth service delivery.
- **Client Relationship Management** – Builds long-term client relationships, provides ongoing support, and ensures customer retention through strategic consultation.
- **Social Media & Content Strategy** – Designs graphics, blogs, and landing pages for Facebook, Instagram, and websites. Schedules and analyzes content performance via Metricool.
- **Email Marketing & Campaigns** – Automates and monitors email campaigns, ensuring high engagement and conversion rates through A/B testing and performance analytics.

Work Immersion Employee..(November 2019)

General Service Office | Municipality of Plaridel Bulacan

- **Strategic Planning & Operations** – Assisted in developing policies, programs, and procedures for procurement, property management, and administrative services, ensuring compliance with government standards.
- **Event Coordination & Logistics** – Supported event planning, scheduling, and execution, ensuring smooth operations for municipal events and special programs.
- **Procurement & Contract Management** – Assisted in preparing purchase orders, reviewing contracts, and managing supplier agreements, ensuring cost-effective and timely procurement.

Freelance Graphic Designer..(2017 – Present)

- **Brand Identity & Logo Design** – Develops logos, brand guidelines, and marketing materials for cohesive branding.
- **Web & UI/UX Design** – Designs SEO-optimized, responsive websites and user-friendly interfaces using WordPress, Elementor, and CSS.
- **Print & Digital Media** – Creates brochures, flyers, business cards, banners, and packaging with attention to print specifications.
- **Social Media Content & Video Editing** – Designs engaging social media graphics, reels, and motion graphics for Instagram, Facebook, LinkedIn, and YouTube.
- **Client Collaboration & Project Management** – Works with businesses, startups, and agencies to deliver high-quality designs on time.

EDUCATION

Tertiary Education...(2020 - 2024)

    Bachelor of Science in Information Technology with Specialization in Service Management

    Bulacan State University – Main Campus | Guinhawa, City of Malolos, Bulacan

    Academic Distinctions: Magna Cum Laude, President's Lister (4th Year), Dean's Lister (1st-3rd Year)

Secondary Education..(2014 - 2020)

    SHS Academic Track | STEM Strand (Science, Technology, Engineering, and Mathematics)

    St. James Academy Plaridel Bulacan Inc. | Sta. Ines, Plaridel, Bulacan

    Academic Distinctions: With Honors, Artist of the Year, Media Award

AWARDS, RECOGNITIONS, AND COMPETITIONS

- **Philippine Startup Challenge (PSC8) - Regional Pitching Competition:** Finalist (2023)
- **Philippine Society of Information Technology Educators**
  International Research Conference on Information Technology Education
  IT Marketing Competition: 3rd Runner-up (May 5, 2023)
- **Alab Awards: Top 3 Outstanding BSIT Student Award** (2022 – 2023)
- **SWITS Gawad Pagpapagal: Rank 3 High Creativity Efficiency Award** (December 27, 2022)
- **Alab Awards: Top 2 Leadership Award** (2021 – 2022)
- **Alab Awards: Top 3 Outstanding BSIT Student Award** (2021 – 2022)
- **TechnoKids IT Cup Animation Category** | Top 10 Finalist (February 18, 2017)

TRAININGS, BADGES, AND CERTIFICATIONS

- **Visual Graphic Design NC III |** TESDA (In Progress – Expected End May 10, 2025)
- **Office 365 for Educators by Oliver Schinkten |** LinkedIn Learning (April 11, 2025)
- **Learning Microsoft Teams for Education by Oliver Schinkten |** LinkedIn Learning (April 10, 2025)
- **Introduction to Open Distance eLearning |** University of the Philippines Open University (March 29, 2025)
- **Principles of Graphic Design |** University of the Philippines Open University (March 1, 2025)
- **Certified Lean Six Sigma White Belt™ (CLSSWB™) |** SkillFront (Jan 17, 2025)
- **Generative AI and ChatGPT Basics |** Google Career – Coursera DICT-ILCDB – (September 21, 2024)
- **Prompt Engineering Foundation Professional Certification (CPEFPC™) |** Certiprof (Oct 24, 2024)
- **Project Management Fundamentals |** IBM SkillsBuild (Aug 13, 2024)
- **ISO 9001 Quality Management Systems Associate™ |** SkillFront (Apr 13, 2024)
- **Scrum Foundation Professional Certification - SFPC™ |** Certiprof (March 31, 2024)
- **Certified Associate in Scrum Fundamentals - CASF™ |** SkillFront (March 28, 2024)
- **Business Model Canvas Essentials Professional Certification (BMCEPC™) |** CertiProf (Dec 30, 2023)
- **Digital Marketing Professional Certificate (DMPC™) |** CertiProf (Dec 23, 2023)
- **Remote Work Professional Certification - RWPC ™ |** CertiProf (Dec 23, 2023)
- **ISO/IEC 20000 IT Service Management Associate™ |** SkillFront (Oct 20, 2022)
- **Foundations of Business and Entrepreneurship™ |** SkillFront (Sep 11, 2022)

RESEARCH, CAPSTONE, AND OTHER PROJECTS

- **SmartTalipapa: Elevating Traditional Markets with Smart Solutions |** Project for Ideation and Technopreneurship
- **Development of Web-Based Community Management Information System for Pandi Resettlement Residences: Basis for the Sustainability of SIM Adopt-A-Barangay Program |** Capstone & Research Project
- **Digital Spaces and Gender-Based Harassment: A Sentiment Analysis** | Research Project for Gender and Development
- **Inventory Management System for Rural Health Unit |** Project for Web Systems and Technologies and System Analysis and Design
- **Vista Plus: A Visitor Management System for the Home for the Aged |** Project for Object-Oriented Programming and Advance Database Systems

AFFILIATIONS AND ORGANIZATIONS

- **Asana Inc. |** Ambassador (2025-Present)
- **BulSU Microsoft Student Community |** Co-Director for Multimedia (2023-2024) | Member (2022 - 2023)
- **Society for the Welfare of Information Technology Students |** Board Member for Graphics (2021-2024)
- **Junior Academic Research Enthusiast Society |** Member (2021-2024)

EVENTS AND OTHER LEADERSHIP EXPERIENCES

- **Asteria: First Startone of Technology : The Amber Market: Smart Funnels and Automation for Revenue Growth |** Resource Speaker or Demonstrator (November 30, 2024)

- **Mastering E-Commerce With Kabayan: Tools, Tips, and Technology:** Project Team Manager, Master of Ceremonies, and Resource Speaker (October 22, 2024)
- **The Avatar's Symposium: Harnessing Elemental Powers for SM/IS Capstone Triumph** | Project Team Leader and Master of Ceremonies (May 2, 2024)
- **Presentation of SIM/BulSU-CICT Extension Program | SIMnovate: Empowering Women Through ICT Systems Presentation and Demonstration Day** | Project 1 Team Leader and Project Presenter (February 8, 2024)
- **PitchTech Bootcamp: Empowering Tech Visionaries to Conquer the Stage** | Registration Coordinator (September 29, 2023)
- **CREATE: Cultivating Resplendent and Exceptional Animation Through Experience** | Project Head and Resource Speaker (December 10, 2022)
- **Avita: A Room for Improvement, Unlocked. Adobe Animate Workshop** | Assistant Student Mentor (April 26, 2022)
- **SWITS' 11th IT Congress Side Event | AnImagination: Expressing the Wide Projection of Technology Through Animation** | Competition Head (December 3, 2021)
- **SWITS' 10th IT Congress Plenary Webinar | VALOR'S TALK: "Strengthen Minds and Spirits to Achieve Grit"** | Master of Ceremonies (June 10, 2021)

SKILLS AND DIGITAL TOOLS

Technical Skills:
- **Web Development & Programming:** WordPress, HTML, CSS, JavaScript, Java, C++, C#, SQL, ActionScript, GitHub
- **IT Support & Service Management:** Incident management, project management, risk analysis, root cause analysis, business process optimization, customer relationship management
- **AI & Data Analysis:** ChatGPT, Gemini, prompt engineering, A/B testing, performance analytics
- **Marketing & Automation:** GoHighLevel, Elite360, Bitrix24, Dashclicks, ClickFunnels
- **Social Media & Digital Marketing:** SEO, content strategy, Metricool, Hootsuite, Meta Business Suite, Semrush
- **CRM & Sales Management:** Salesforce, lead generation, pipeline management, customer retention strategies
- **Design & Multimedia:** Adobe Photoshop, Illustrator, Animate, Canva, Wondershare Filmora, CapCut
- **Project & Business Management:** Agile, Scrum, ITIL, ISO/IEC 20000, product management, risk management
- **Productivity & Collaboration:** Microsoft Office 365, Google Workspace, Microsoft Teams, Asana

Soft Skills: Critical thinking & problem-solving, strategic planning & innovation, client relationship management, team collaboration & leadership, adaptability & resilience, creativity & attention to detail, effective communication & presentation.

Languages: Filipino, English, Basic Mandarin (HSK1)

WEB PORTFOLIO AND PERSONAL BLOG

Scan the QR code or visit www.gerometayao.com to view my portfolio
You may also visit my LinkedIn for more information www.linkedin.com/in/gerome-a-tayao/

CHARACTER REFERENCES

Mrs. Perlita D.C. Solomon | Former Faculty, St. James Academy Plaridel Bulacan Inc.
Dr. Josephine R. Bayonito | Professor VI, Bulacan State University
Ms. Lovely Cruz-Stauffer | Owner and Co-Founder, Results Marketing Partners

DECLARATION

I, Gerome A. Tayao, certify that all information in this document is accurate and truthful. I acknowledge that any misrepresentation may lead to disqualification from employment consideration.

Gerome A. Tayao