



# Mark Parama, MBA

## WEB CONTENT SPECIALIST

### PERSONAL PROFILE

Exposed to Digital Marketing under Web Content Creation through using a CMS tool. Even I am a business graduate I have upskilled through online courses and trainings to embrace technological trends in this era.

### WORK EXPERIENCE

#### Web Content Specialist & Live Sites Specialist

Sophi Inc | May 2023 - July 2024

My Responsibilities are:

1. Review design resources and guidelines obtained from the client by a Project Coordinator to understand the client's brand identity and desired look and feel of the site:

1.1 Conduct keyword research using SEMRush to find what terms customers are searching that lead them to the website.

1.2 Use various design resources (Adobe, Canva, Chrome Extensions) to analyze the look and feel of the current site (colors, logos, fonts, etc)

1.3 Read through product descriptions to discover who the ideal/typical customer.

2. Plan the new website using WordPress:

2.1 Use a templated worksheet (Google Sheets) to ensure appropriate keyword

usage across the website, based off keyword research.

2.2 Infer what information the ideal/typical customer is looking for when comparing products

2.3 Design a customer journey/path to purchase that has the fewest steps between

finding a product, learning that necessary information and making a purchase

3. Draft the new website layout Web Creation through using WordPress and using modified template made ready from the client.

4. Prepare the website for launch

4.1 Using a templated worksheet (Google Sheets), compare the URLs of the existing website to the URLs of the replacement website

4.2 Create and test 301 redirects to make sure all traffic from the existing website is transferred to the replacement website

4.3 Test the replacement website after publication using SEMRush to find and correct simple SEO errors.

4.4 Work out of a queue in ZenDesk to solve tickets that revolve around adding more

activities from the from the client.

4.5 Work with the Website Optimization team to publish blog posts on client sites.

## CONTACT ME AT



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## **Content Specialist**

Day Six Ventures | Freelancer

- Creating pages via WordPress using build-it in theme provided by the company.
- Editing pages and replicating pages
- Attending meetings to Content Lead and Project lead for updates and other quality checks to ensure standards have been met.

## **Measurements and Reporting Associate**

Accenture Philippines | December 2022 - May 2023

- Working with other WWCs such as with Workforce management to accumulate data in order to present data towards clients.
- Ensure standard and ad hoc reports are delivered accurately and on time. Work with other functional teams to access / understand data to be analyzed.
- Coordinate across multiple operations / teams to add reporting insight. Analyze, design, code and test multiple components of application code.
- Extracting, transferring and loading of data before having data visualization towards clients.

## **Corporate Digital Marketing Associate**

Accenture Philippines | January 2021 - November 2022

- Support design, build and test web-based applications for various site components and edit site content.
- Program the codes that dictate web page elements for positioning, styling and sizing information.
- Create and manage web pages, add/edit content and upload/remove documents using CMS or platforms (Sitecore and Adobe Experience Manager), using semantic markup language i.e. HTML/XHTML/CSS/JS, to turn static Photoshop designs into working browser based web pages or emails.
- Running SQL Queries before deletion or updating of an affected component.
- Coordinating with Site Managers and Quality Managers for Website Review before presenting to clients for publishing or posting the website.

## **Customer Services Advisor (Business Analyst Associate)**

Accenture Philippines | Dec 2019 - December 2020

- Provide alternative tariffs or airtime payment plans and cost reduction schemes, particularly to prospective and good credit standing customers.
- Provide correct information in terms of tariff explanation and other billing & general queries of the customer.
- De-escalating complaints by providing a solution whenever the client or customer is having a dissatisfaction experience on the service network, as well as providing troubleshooting steps if having issues on their equipment and file for a ticket or a case to escalate from higher technical tier if necessary.
- Always applying a professional gesture in terms of being polite, cordial and providing the correct resolution by adapting the customer's standards who are based in United Kingdom.
- Tools Used: Microsoft CRM for Ticketing, Excel File, Client Based Billing System

## WORK EXPERIENCE

### **Instructor (Part-time)**

Cebu Technological University - Main | Feb 2020 -Present

- Assigned in College in Management and Economics, teaching students with management related courses to apply the theories and principles of management related to their selected field courses such as : Business Administration, Tourism Management and Hospitality Management.

### **Business Development Associate**

United Neon Advertising Inc. | Aug 2018- Jan 2019

- Provide business development plans such as cost-effective advertising towards clients. Always showing respect and taking care for the stakeholders such as site owners as part of United Neon.
- Coordinate with Operations & Technical Team for monitoring and troubleshooting in case for maintenance for Static & LED Display billboard.
- Interact and cooperate with the VisMin (Visayas and Mindanao) Team for strategic planning to have improvement in the cluster.
- Responsible for documentation of files needed for the billboard construction.
- Tools used: Google Forms and Files, Microsoft Excel

### **Senior Customer Service Representative - Chat**

Conduent Philippines | May 2017 - Feb 2018

- Provided advice on alternative payment plans (within company policies) and cost reduction schemes, particularly to prospective and good credit standing customers.
- Provide correct information in terms of tariff explanation and other billing & general queries of the customer.
- Checking order entries from customer follow-up pre-order or order from existing item
- De-escalating complaints by providing a solution whenever the client or customer is having a dissatisfaction experience on the service network, as well as providing troubleshooting steps if having issues on their equipment and file for a ticket or a case to escalate from higher technical tier if necessary
- .Common Tool Used: ACSS - Automated Customer Support System

## WORK EXPERIENCE

### Customer / Technical Service Representative - Chat/Voice

Convergys (Concentrix) Philippines | July 2014 - May 2017

I have been re-profiled by several Accounts in this company due to the closure of partnership or contract between the client and company.

My Duties are:

#### 1.eCommerce account (Voice and Chat Support)

- Always showing respect, cordiality, politeness and giving sufficient information to all customers, irrespective of the customers' behavioral approach, conduct and communication manners.
- Flag a ticket for recent delivery defects to report to warehouse.
- Email Third Party Sellers regarding for the complaints coming from the customer's experience in their products.
- Coordinate with Logistics or Couriers for the delivery update queries from customers.
- Checking order entries from customer follow-up pre-order or order from existing item

#### 2.Cable TV account (Cable& Billing Chat Support Rep)

- Provided advice related to concerns about equipment, reception or network issues as well as probing them regarding their problems in order to troubleshoot or file a ticket to escalate.
- Always showing respect, cordiality, politeness and giving sufficient information to all customers, irrespective of the customers' behavioral approach, conduct and communication manners.
- Tools Used: ACSR and VISION for Customer Billing, Client Based System for Item Troubleshooting Utilization and ticketing

### Junior Layout Artist

Show Graphics Design | May 2014 - June 2014

- Prepared and made graphic layouts for printing
- Responsible for proofreading self-created graphics.
- Responsible in printing graphic layouts that were approved and final
- Tools Used:Basic Knowledge with Adobe Photoshop, Adobe Illustrator, Corel Draw

## EDUCATIONAL HISTORY

### Cebu Institute of Technology-University

Diploma in Computing | August 2021 - July 2022

### University of San Jose Recolletos

Master in Business Administration | Oct 2017- Oct 2019

- General Management Topics
- Thesis involved regarding The Influence of Content Advertising On Purchase Decision of Selected Generation Z students in USJ-R

### Saint Peter's College of Ormoc

Business Administration | June 2010 - April 2014

- Major In Human Resources Development Management

### Filipino Virtual Assistance

Word Press Webdesign | June 2020- July 2020

Training Coverage:

- Understanding Web Design and WordPress
- Navigating the CPanel and Installing WordPress
- Navigating the WordPress Backend
- Using page builders to design a website
- Building a landing page for your website
- Building an Online Shop using WooCommerce
- Building a Membership Site

## TOOLS EXPOSURE

CMS Used:

- WordPress
- SiteCore
- Adobe Experience Manager

SEO

- Screaming Frog
- SEMRush