Alpierre Gene Noel B. Hilario

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CAREER HIGHLIGHTS

- Over 15 years of professional experience in web & new media interface design.
- 18 year professional experience in creative marketing materials development.
- Extensive knowledge and capability in handling the following technologies & software: HTML, CSS, Bootstrap, CMS Theme development (WordPress & Joomla), Adobe Graphic Suite (Dreamweaver, Flash, Photoshop, Illustrator and InDesign), Corel Suite, and as well Microsoft Office (PowerPoint, Word and Excel)
- Advance skills in executing front-end-dynamic web pages using JavaScript, jQuery and DHTML.
- Search Engine Marketing: Search Engine Optimization, Link Popularity Building, Keyword strategy and Pay per-click campaign landing page optimization.
- Knowledge for incorporating front-end coding for web applications using PHP and ASP.
- Website performance monitoring and analysis using web analytics (e.g. Google Analytics, AWstats)

PROFESSIONAL EXPERIENCE

Front-End Web Marketing and Design Specialist
Carswell, a Thomson Reuters business
July 2015 – Present (10 months)

Key Roles and Accomplishments:

- Responsible for designing and building frontend web pages, features and content for our Marketing and eCommerce web properties using an in-house content management system (CMS).
- Web design (including graphics creation and editing, HTML markup and clientside scripting)
- Manage enhancement projects (including designing interfaces according to brand and usability), and coordinating web marketing initiatives that result in new revenue, site visits and business growth.
- Search Engine Optimize websites and provide keyword research and targeting recommendation to content managers.
- Generate monthly and quarterly website traffic & performance reports using consolidated data from Google Analytics.
- Redesigned & execute front-end coding of the Carswell Learning Centre: http://www.carswell.com/learning/

Websites managed at Carswell:

westlawnextcanada.com | carswell.com | gettaxnetpro.com | lawyermarketingcanada.com |

carswelllegalsolutions.com | editionsyvonblais.com

Web Graphic Designer
Fulcrum Media Inc., Toronto, ON, Canada
March 7, 2010 to June 2015

Key Roles and Accomplishments:
- Converted all static HTML websites into Joomla and eventually WordPress for a more efficient website content update and maintenance process.
- Create/customize WordPress themes using HTML, CSS with JavaScript and JQuery interactive UI elements.
- Designed, developed and maintained microsites & landing pages using HTML, CSS, PHP and WordPress.

- Provide maintenance support and regular quality check of existing websites; update codes with the necessary HTML5, CSS3 & Bootstrap to make websites more mobile friendly.
- Search Engine Optimize websites and provide keyword research and targeting recommendation to content managers.
- Generate monthly and quarterly website traffic & performance reports using consolidated data from Google Analytics and AW Stats.
- Create social media engagement reports using stats from YouTube, Vimeo, Facebook and other social networks, providing insights and recommendations for a more effective campaign.
- Create web banner ads using Adobe Photoshop, Flash and Illustrator.
- Conceptualize, design and execute logos and other print/digital marketing collaterals using Adobe Photoshop and InDesign.
- Support marketing & sales presentation by creating engaging PowerPoint presentations.

Awards and Recognitions:
- 4 time nominated and awarded employee of the quarter

Sample Fulcrum websites:
eat-vancouver.com | flavoursworld.ca | ccentral.ca | foodbiz.ca | Pharmacyu.ca | convenienceu.ca | drinksshow.ca | salondec.com | coffeeteashow.ca | gcm-wordpress.gcm.ryerson.ca | www.regitan.com

Creative Director
NexC Inc.
June 2008 to February 2009 and from September 2009 to February 2010

Key Roles and Accomplishments:
- Conceptualized, developed and oversaw execution of design for online and print materials for both internal and external client use.
- Led a team of 3 web designers and established processes for a more efficient and effective workflow
- Supported the marketing and sales team through the development of web collateral, research and lead-generation through the corporate website & portfolio build up.

Creative Director
Izone Technologies Philippines
February to June, 2009

Key Roles and Accomplishments:
- Designed and developed landing pages for the company's Pay-per-Click campaigns.
- Created new PHP & CSS based templates and established standard processes for launching and maintaining new websites to increase productivity.
- Managed the daily maintenance and work flow of projects, including creation of production schedules and status reporting and provide effective direction.
- Led a team composed of Web Designers, Web developers and Copy Writers.

Web Designer/ Flash Developer
JDW Technologies, Singapore
October to November 2007; February-March 2008

Key Roles and Accomplishments:
- Designed and produced final artwork for the Gulf Petrochemicals & Chemicals Directory (GPCD) and Chemical Cluster of Singapore Directory using Adobe InDesign, Photoshop and Corel Draw.
- Created the GPCD directory website using HTML, CSS and Flash.

Website Traffic and Conversion Team Lead
DirectwithHotels Ltd.
January 2006 to May 2008

Key Roles and Accomplishments:
- Created new PHP & CSS based templates and established standard processes for launching and maintaining new hotel websites the quickest and 100 bug free.

- Developed the strategies and led initiatives improving search engine ranking and link popularity to increase website traffic and online reservation.
- Conceptualized user experience and designed user interfaces for DirectwithHotels' reservation system and hotels portal website.
- Conducted user acceptance testing for DirectwithHotels hotel reservation system.
- Documented standards and processes as well as conducted regular quality check of hotel websites to ensure adherence to standards and alignment with best practice for design & usability across all sites

Web Designer
Zimplizity Solutions
September 2004 to December 2005

Key Roles and Accomplishments:
- Developed the HTML and CSS front end webpages for integration with Citibank Online Philippines.
- Designed and developed the admin and user interfaces of the **EU-Philippines Common Quality Language (ComQuaL) eLearning** web application by identifying the functional requirements based on the business goals, identifying the different user scenarios, creating the necessary wire-frames and design mockups.
- Developed design paraphernalia for the Company and its clients. (Company logos, posters, banner ads, websites)

Lead Web and Flash Developer
EmergentAsia Inc.,
December 2000 – August 2004

Key Roles and Accomplishments:
- Designed and maintained major client websites such as [APEC Business Advisory Council](#) & [Pacific Economic Cooperation Council](#)
- Created websites using HTML, PHP and ASP; determine standards and style for design and incorporating graphic user interface features and other multimedia techniques.
- Developed design paraphernalia for the Company, templates and its subsidiaries. (Company logos, posters, banner ads, websites) using adobe Photoshop, Corel Draw and InDesign.
- Supervised a team of 4 web designers & 2 developers.

Web Designer, *Designet Philippines* - June to December 2000
Web Designer, *Global Sources* - April to June 2000
Web Designer, *Titanium Technologies Inc.* - January to March 2000

Creative Specialist
National Integrated Protected Areas Programme
March 1998 to December 1999

Key Roles & Accomplishments:
- Illustrated instructional images for training manuals & other materials
- Designed, created and conducted pre-testing of Information Education Materials.
- Executed print & presentation Materials for mass production (e.g. Annual Reports, Posters, Manuals, Newsletter, Brochures, exhibit materials, presentations) using Aldus PageMaker, Corel Draw and Adobe Photoshop.
- Supervised successful production of IEC materials off the press.

Production Officer
Helen Keller International
June 1992 to March 1998

Key Roles & Accomplishments:
- Illustrated instructional manuals for training and workshop materials
- Conducted pre-testing of Information Education Communications (IEC) Materials.
- Designed and executed print materials for mass production (e.g. Annual Reports, Posters, Manuals, Newsletter, Brochures, exhibit materials, presentations) using Aldus PageMaker, Corel Draw and Adobe Photoshop.

- Supervised successful mass production of print materials.
- Facilitated community workshops, trainings and seminars
- Functioned as the official photographer for publication & events

EDUCATIONAL BACKGROUND

Bachelor's Degree in Fine Arts, Major in Visual Communications
UNIVERSITY OF THE PHILIPPINES COLLEGE OF FINE ARTS (1995)

Awards and Recognition:

- **Most Comprehensive Thesis**: " Preventing Hidden Hunger: Micronutrient Malnutrition Awareness and Prevention Campaign"
- **Best Point of Purchase Materials:** Burger Machine Plus Advertising Campaign Thesis.