

ABOUT ME

An accomplished communications and multimedia specialist with over 20 years of web development experience. Delivers effective and measurable content management strategies for external websites, intranets, and social media platforms. Has extensive work experience with international organizations, United Nations agencies and governments. Seeking career development opportunities to gain exposure and further experience in other regions.

RELEVANT WORK EXPERIENCE

Website Development and IT/Multimedia Consultant Asian Development Bank (ADB) - Manila, Philippines

Apr 2018 - Present

1. Designed, developed, and uploaded content for ADB websites such as the [main ADB website \(ADB.org\)](#), the [ADB Data Library](#), the Office of the General Counsel's [Law and Policy Reform \(LPR\) Program](#), the [Asia-Pacific Road Safety Observatory \(APRSO\)](#), the [Asian Judges Network on Environment \(AJNE\)](#), and [Developing Environmental Law Champions](#).
2. Regularly evaluated the ADB.org user interface, site structure, taxonomy, metadata, and content against analytics metrics, user tests, and updated trends. Provided thorough analysis for content owners and implemented enhancements as necessary.
3. Created and maintained social media accounts such as Facebook, YouTube, and Flickr of the LPR Program and Developing Environmental Law Champions Projects.
4. Created content taxonomy and metadata structure for the APRSO and LPR websites to implement faceted search, targeted RSS feeds and scheduled email alerts.
5. Streamlined and automated data gathering and reporting of ADB website metrics in collaboration with content owners. Provided training and documentation to colleagues on the reporting tools and frameworks used.
6. Produced performance tracking dashboards and reporting tools for the Department of Communications to monitor unit production, website, and social media performance metrics specified by management.
7. Drafted scripts, produced and edited video presentations to emphasize the work and impact of environmental law professionals for the Developing Environmental Law Champions Project.
8. Prepared content for internal and external newsletters, including photo captions and blurbs for the LPR, AJNE, and Developing Environmental Law Champions projects, and ADB Annual Meetings.
9. Spearheaded the design and development of the ADB Data Library and streamlined its content taxonomy to improve usability and site search. Worked with data owners to design interactive visualization and filters for more usable previews of uploaded datasets.
10. Wrote the recommendations paper for the new platform of the ADB Photo Library that was implemented by the Department of Communications.
11. Outlined, drafted, designed and developed ADB's first multimedia features (e.g., [Green Cities](#), [Environmental Law Champions for Asia and the Pacific](#), and the [2019 Office of Anticorruption and Integrity's Annual Report](#)).
12. Handled email enquiries as the webmaster of the LPR and Developing Environmental Law Champions Projects.

Website Development Consultant UNICEF East Asia Pacific Regional Office - Bangkok, Thailand

Feb 2010 - Dec 2012, Apr 2018 - Present

1. Spearheaded the migration of the [HIV/AIDS Data Hub Website for Asia and the Pacific](#) from Drupal 7 to 8 and restructured its content taxonomy and metadata format, thus, improving site search and allowing targeted RSS feeds and scheduled e-mail alerts.
2. Produced performance tracking dashboards and reporting tools to monitor website and social media performance metrics specified by the Data Hub Team. Regularly evaluated the Data Hub website metrics and updated trends to implement enhancements.
3. Resolved inconsistencies in content formatting and presentation, which improved usability and searchability, and increased new users by nearly 300% (from 65,000 in 2018 to over 260,000 in 2021).
4. Produced video and scripts that presented new website sections to stakeholders.

ANGELO JACINTO

COMMUNICATIONS AND MULTIMEDIA SPECIALIST

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RELEVANT WORK EXPERIENCE

Change Management Assistant **Mar 2007 - Jun 2008**
International Organization for Migration (IOM) - Manila, Philippines
Integrated Process and Resource Management System (PRISM) Team

1. Designed, developed and uploaded content for the PRISM internal support knowledge base for staff.
2. Worked with PRISM Team and organizational departments to produce knowledge base content such as explainer videos and how-to guides on using PRISM.

Website and Intranet Assistant **Dec 2004 - Mar 2007**
International Organization for Migration (IOM) - Manila, Philippines
Website, Intranet and Digital Assets Management Unit

1. Uploaded content, designed and developed IOM websites such as the [main IOM website \(IOM.int\)](#), the 2004 Asian Tsunami Subsite and the International Migration Law Database.
2. Contributed photographs and provided respective captions for the [IOM Media Library](#).

Webmaster **Aug 2002 - Nov 2004**
Trend Micro, Philippines - TrendLabs, Product Support Services Department

1. Designed, developed and uploaded content for the Product Support Services Intranet Website in collaboration with technical support and product development teams.
2. Developed antivirus product user interface simulations that served as visual guides for technical support engineers during client calls. Supervised interns tasked to produce antivirus simulations.
3. Drafted and edited knowledge base articles with technical writers for Trend Micro's knowledge base.

EDUCATION

1997-2001: BS Communications Technology Management
Ateneo de Manila University

SKILLS

Content Management Systems (CMS)
Drupal, Wordpress, Joomla

Website Analytics
Google Analytics, Google Tag Manager, Google Search Console

Data Visualization
Google Data Studio, Tableau Public, Highcharts, ChartJS

Email Newsletters
Mailchimp, Constant Contact

Office Applications
Microsoft Office, Google Apps

Video Conferencing
Zoom, GoToMeeting, Microsoft Teams, Cisco WebEx

Languages
English and Filipino (Proficient), French (Basic)

Graphics Design
Adobe Photoshop, Adobe Illustrator, Affinity Photo, Affinity Designer

UX/Web Design and Development
Sketch, HTML5, CSS, Javascript
PHP, MySQL, Apache

Photography
Photojournalism, event documentation, corporate portraiture, Adobe Lightroom, Capture One Pro

Video Production, Post-Production and Motion Design
Video presentations, interview production, event documentation, Adobe Premiere, Adobe After Effects, Final Cut Pro X