AELEX L. AQUINO

Marketing Specialist | Frontend Developer | Graphic Designer

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PROFESSIONAL SUMMARY

I bridge creativity, code, and conversion. With a marketing background and a Computer Engineering degree, I connect strategy, design, and development to build campaigns, creatives, and websites that drive results.

WORK EXPERIENCE

Marketing Specialist, Frontend Developer, Graphic Designer **April 2023 – Present**

Arthur's Fried Chicken | Philippines (Remote)

- Designed and developed the company website covering company info, menu, franchising details, and branch details, using **React with TanStack Start**, **Tailwind CSS**, and **Vite**.
- Statically pre-rendered the website and created blog content to improve **SEO**, increase site visibility, and support page analytics tracking.
- Created marketing publications and Facebook posts, increasing customer engagement by **50% within one year**.
- Published franchise marketing materials that contributed to company expansion from **4 to 9 branches** within three years.
- Planned, launched, and monitored paid **Meta Ads campaigns** on Facebook to promote products and franchise opportunities, generating leads and driving customer engagement.
- Automated Facebook customer interactions with **Meta Business Suite**, handling **10+ weekly inquiries** and scheduled content postings.
- Designed print and in-store materials, including menu boards, tarpaulins, flyers, and store posters, to keep branding consistent across all branches.

Junior Technical Engineer (Intern) **September 2025 – December 2025**

R3hub Technologies Inc. | Davao City, Philippines

- Installed and configured network devices such as access points, switches, and core networking components across multiple sites.
- Assisted in enterprise network projects for government facilities and network restructuring initiatives for corporate clients.
- Contributed to hardware logistics and on-site deliveries for clients across Mindanao.

Customer Service & Order Placer **April 2018 – June 2019**

CNM Solutions (DoorDash) | Davao City, Philippines

- Processed 80–100 customer orders daily for U.S. clients via outbound calls.
- Ranked among the top 50 order placers out of 1,000+ employees.
- Resolved escalations and ensured timely, accurate order fulfillment.

EDUCATION

Bachelor of Science in Computer Engineering **Graduate 2026**

University of Mindanao | Davao City, Philippines

SKILLS & TOOLS

Marketing	Social Media Marketing, Content Creation, Lead Generation, Meta Business Suite, Google Analytics, Google Search Console
Front-End Development	JavaScript, TypeScript, React, TanStack Start, Node.js, Vite, Tailwind CSS, SEO Optimization, Static Site Generation, CI/CD, Analytics & Tracking
Graphic Design	Branding & Identity, Digital Design, Print Design, Video Editing, Photoshop, Illustrator, Premiere Pro, Canva, Figma
AI Tools	Claude, ChatGPT