

FRANCIS RONALD BORJA ENTERINA

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EDUCATION

Mindanao State University
Bachelor of Science in Information Systems
Iligan City, PH
2022-2026

Lasalle Academy
Grade School to Senior High
Iligan City, PH
2012-2022

WORK EXPERIENCE

Amazon PPC and BSR Assistant Manager 2020-2023

- Managed and optimized Amazon PPC campaigns across 16 client accounts, improving ad efficiency and contributing to increased product visibility and sales performance.
- Analyzed keyword performance, bid strategies, and conversion data to refine targeting and maximize return on ad spend (ROAS).
- Assisted in boosting Best Seller Rank (BSR) through data-driven campaign adjustments and competitive market analysis.
- Assisted in implementing campaign improvements, reducing wasted ad spend and improving click-through rates.

Social Media Management at Hues X Palette, Cebu City, PH 2023-2026

- Managed end-to-end social media operations across Facebook and Instagram, overseeing customer engagement, appointment coordination, and promotional campaigns.
- Handled high-volume customer inquiries via Meta Business Suite, ensuring timely responses and converting inquiries into confirmed bookings.
- Designed and executed targeted ad campaigns using audience segmentation (interests, location, age), optimizing delivery through strategic scheduling and budget allocation.
- Coordinated appointment bookings using integrated platform tools; transitioned operations to a manual tracking system using Google Sheets after feature deprecation, ensuring continuity of scheduling and customer records.

ACTIVITIES

College of Computer Studies Executive Council 2023-2024

- Managed organizational assets and inventory records, coordinated inter-college equipment lending, and supported resource allocation for council events and initiatives.

Philippine Red Cross, WASAR Trainee (Bronze Member) 2020

- Completed WASAR training covering survival techniques, CPR, rescue knot-tying, and aquatic emergency response; earned Bronze-level certification.

PROJECTS

Red Carpet 2026

- Built a multi-role mobile marketplace with React Native, TypeScript, and Supabase, featuring role-based workflows, vendor bidding, real-time messaging, and integrated booking and payment systems.

FitTian 2025

- Developed a cross-platform gamified health app for the MSU-IIT community using Flutter and Firebase, featuring a virtual pet companion that rewards healthy habits through XP-based incentives and real-time data syncing.

Lokalista 2025

- Designed a high-fidelity Figma prototype for a hyper-local campus commerce platform with dual-persona dashboards for student vendors and buyers, and an integrated event board for campus bazaars.

Aidlink 2023

- Developed a cross-platform donation platform for MSU-IIT connecting students in financial need with donors through a mobile app and physical offertory stands, with anonymous accounts, gamified rewards, and a SUS score of 88.5.

ADDITIONAL

TECHNICAL SKILLS

- Languages: JavaScript, TypeScript
- Frameworks: React Native
- Backend & Database: Supabase
- Tools & Platforms: Git, Figma, Google Sheets, Google Docs, Meta Business Suite
- Concepts: REST APIs, Real-Time Systems, Role-Based Access Control, State Management
- AI Tools (tixu.ai certified, Oct 2026): ChatGPT, Claude, Lovable, Nano Banana, Kling

MARKETING & ANALYTICS

- Amazon PPC Campaign Management
- Ad Performance Analysis (CTR, ROAS, BSR Optimization)
- Audience Targeting & Segmentation
- Social Media Campaign Execution (Facebook & Instagram Ads)

GENERAL

- Triage Decision, Project Management, Customer Relationship Management