

ROMEL CHRISTIAN FRANCISCO

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PROFESSIONAL SUMMARY

Operations Specialist with over 6 years of experience managing operations across social media, email, blog, podcast, and Company Website for a U.S. publishing company. Grew successful Social Media metrics by 5-6%, managed 500+ book titles, product listings, and filed 260 straight weekly reports without an error or missed deadline. Also built Zapier automations to cut down manual reporting work.

PROFESSIONAL EXPERIENCE

Operations Specialist (Marketing & E-commerce) | *Cardinal Rule Press* *June 2023 – August 2025*

- Grew successful Social Media metrics by 5-6% through consistent content scheduling and optimization
- Oversaw catalog operations for 500-1,000+ book titles across multiple platforms
- Built and maintained content calendar systems to coordinate publishing schedules across blog, company website, and social media platforms
- Ran weekly check-ins and daily reports with the CEO and Operations Director, tracking metrics and progress on published book titles across all channels

Executive Assistant | *Cardinal Rule Press* *January 2019 – June 2023*

- Managed CEO's calendar and scheduling, keeping meetings and priorities on track with zero conflicts
- Planned and coordinated annual book fair and 10+ speaker events per year, all completed successfully from start to finish
- Prepared daily reports and meeting materials for CEO review, ensuring leadership walked into every meeting fully briefed
- Organized business data and records to support accurate reporting and quick retrieval

KEY SKILLS & TECH PROFICIENCY

Multi-channel content coordination (Pinterest business suite, WordPress, Podbean, Email)

E-commerce operations (Shopify)

Workflow automation (Zapier, Claude, n8n)

Content calendar management (Hootsuite, Later)

Cross-platform reporting (Google Sheets, Google Workspace)

Vendor and team coordination (Gmail, Asana, ClickUp)

EDUCATION

Bachelor of Arts in English Language - Pangasinan State University *(2024 – 2026)*

Information and Communications Technology - Pangasinan School of Arts and Trades *(2022 – 2024)*

CERTIFICATIONS & COURSES

Introduction to E-commerce Marketing - HubSpot Academy (2026)

Automating Strategy with HubSpot and Zapier - HubSpot Academy (2026)

C1 Advanced English Proficiency - EF SET (2025)

Computer Programming National Certificate III - Department of Education (2024)