

# Francis P. Cuartero

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## Education:

- Rutgers University** - Livingston College / Rutgers Business School, New Brunswick, NJ
- B.S., Management Science and Information Systems (**MSIS**)
  - Major GPA: **3.9** - Dean's List; Edward J. Bloustein Distinguished Scholar

## Skills:

### Technical:

- *Proficiencies:* MS Office (9x, 2000, XP), XHTML, Adobe Photoshop 6+, CSS 1/2, JavaScript, DHTML. *Competencies:* Java, XML, XSL, SOAP, JSP, PHP3/4, SQL, Adobe Illustrator 9+, Flash 5+, WYSIWYG programs (Hand-coding preferred), SAS (Statistical Analysis). *Knowledge in:* CGI scripting (in Perl), SSI, MySQL, Apache Servers, MS IIS servers. *Operating Systems:* Win 9x, 2000, XP, MacOS 8+, UNIX. 94wpm.
- *E-Mail Marketing Platforms:* MarketFirst 3.1+, BriteMoon 4.0

### Linguistic:

- Fluency in Tagalog, Competency in French, Independently Studying Korean.

### Interpersonal:

- Comfortable in **Public Speaking** / Performing / Entertaining
- Careful **listener**, enthusiastic **learner**, effective **multitasker**

## Experience:

**D&B (Dun & Bradstreet Corporation)** – Murray Hill, NJ May 2002 – May 2003  
*Intern, e-Marketing Specialist*

- Successfully **managed** a software migration project that will lead to an estimated yearly cost savings of **\$150,000**.
- Helped establish a team to centralize corporate-wide e-mail marketing endeavors in order to save on costs, reduce process time, and drive revenue.
- Created an intranet site to increase team's visibility on a corporate level.
- Profiled and analyzed database assets pertaining to our marketing efforts.
- Executed, reported, and analyzed all aspects of e-marketing campaigns.
- Designed high-impact banner promotions for use on the corporate home page.

**All About Fun! Entertainment Services** – Elmer, NJ July 2000 – June 2003  
*On-site Manager, Entertainer*

- Manages and coordinates teams of staff for special corporate events.
- Personally trains new and existing staff for more specialized skills.
- Acts as a **versatile** "multi-talent" for the company with highly specialized skills ranging from yo-yo performing, balloon sculpting, and face painting.

**Air Circus Toys** – Ocean City, NJ (Boardwalk) July 1999 – August 1999  
*Sales Representative, Entertainer*

- Attracted an average of **500 people / hour** to specific products in the store by performing floor / stage demonstrations and promotions.
- Gained interpersonal skills by training staff and assisting customers.

**HPK Marketing LLC** – Honolulu, HI August 1998 – September 1999  
*Direct Marketer, Team Leader*

- Helped coordinate various marketing / promotion venues in more than 25 cities within at least 7 states **across the country**.
- Learned graphic-design skills and its relevance to business and marketing.

## Activities:

**Webmaster:** Korean Student Association (<http://www.ruksa.com/>) (2001– 2002)

- *Member:* Korean Economics & Business Association, Rutgers Association for Pilipino Students, Chinese Student Org. Performed in over 15 talent shows in the span of 1.5 years for over 8 organizations throughout Rutgers University.

## Interests:

Yo-yos, computers, web-design, web development, real-time strategy games, balloon sculpting, jazz / fusion drumming, reading, and international cuisine (especially sushi).