

Cris Jon M Catalan

Philippines | +63-917-4546-792 | crscatalan@gmail.com



WORK EXPERIENCE

OptimizePress

Senior Technical Support Engineer

London, United Kingdom (Remote)

October 2013 - June 2026

- Personally resolved over 10,000 technical support tickets ranging from SEO, WordPress, cPanel, hosting, email marketing integrations, and OptimizePress plugins for a diverse global user base.
- Crafted visually appealing and user-friendly webpages, a library of 100+ webpage templates and section templates, to increase customer engagement and captivating online presence.
- Contributed over 50 web articles and contents to the building and maintenance of knowledge documents and processes that support colleagues and customers
- Created training materials on HTML5, CSS3, and JavaScript for the technical team, which resulted in a 20% increase in team productivity.
- Participated in product design reviews and provided valuable insights and suggestions for improvements.
- Monitored incident and request queues and promptly addressed all faults, incidents, and requests within the defined SLA timeframe.
- Successfully identified and rectified over 500 issues that encompassed design, functionality, and utility.

Bit.IO (Acquired by DataBricks)

Data Researcher / Data Analyst (Contract)

United States (Remote)

June 2021 - February 2023

- Conducted comprehensive data analysis on over 10,000 records from various sources
- Developed and maintained a comprehensive database on Github, containing over 1,000 researched records for easy access and reference.
- Utilized advanced Excel skills to accurately input and organize over 2,000 data points per week, maintaining a less than 1% error rate.
- Performed thorough data analysis and compiled information from various sources, resulting in the creation of comprehensive reports with an impressive accuracy rate of 98%.

Excusat

Systems Manager (Contract)

United States (Remote)

July 2014 - February 2020

- Developed and maintained sales funnels, landing pages, and core company websites, improving site performance from 30% to stunning 92%, and user experience from 82% bounce rate to 18%.
- Managed Google advertising campaigns, hitting targets at 3x average on ROAS.
- Administered membership platforms and customer-facing systems, overseeing 500+ user access, content updates, troubleshooting, and ongoing platform maintenance to support smooth day-to-day operations.
- Provided direct technical and administrative support to the CEO, coordinating web, marketing, and operational priorities while using website traffic, lead-generation, and campaign performance data to support business decisions.

Vet Education (Merged)

Digital Marketing Manager | Junior Web Developer

Australia (Remote)

June 2011 - April 2013

- Redesigned and optimized the company website and learning management platform, resulting in a 40% increase in website traffic within the first month.
- Assisted in running the veterinary education and courses
- Revamped Google Ads campaigns by meticulously researching keywords and strategically implementing ad groups, resulting in a remarkable 30% increase in click-through rate.

LEADERSHIP EXPERIENCE

OptimizePress
Country Manager

London, United Kingdom (Remote)
November 2018 - January 2021

- Remotely managed 8 technical support agents from all over the country to deliver and exceed against challenging KPIs
- Implemented a ticketing system that streamlined the service request process, reducing response time by 30% and resolving issues within SLA guidelines for 95% of cases.
- Collaborated with cross-functional teams to develop and implement training programs, resulting in a 15% decrease in customer escalations and an increase in customer satisfaction ratings by 10%.
- Provided 300+ hours of online and offline classes to the support agents and colleagues

Urian Law School (FSUU)
Class Representative

Butuan City, Philippines (Physical)
June 2017 - March 2018

- Represented the class in meetings, consultations, and dialogues with the school administration, communicating student concerns, feedback, and recommendations.
- Regularly consulted with students and other stakeholders to identify academic and student-life concerns and help improve the overall law school experience.
- Worked with students, faculty, and other stakeholders to develop and carry out training programs and student-focused initiatives.
- Delivered **50+ hours of online and in-person classes** to underclassmen and members of marginalized communities as part of legal education and outreach initiatives.
- Served as a key point of coordination between students and the administration, helping raise concerns, clarify policies, and support the resolution of class-wide issues.

EDUCATION

Google Data Analytics <i>Coursera (taught by Google, Inc)</i>	Coursera <i>March 2023</i>
Father Saturnino Urios University (FSUU) <i>Legal Education</i> • Focused on accounting and information science	Butuan City <i>June 2017</i>
Mindanao State University - IIT <i>Political Science</i> • Focused on political studies and foreign policies	Iligan City <i>March 2014</i>
Mindanao State University <i>Accounting Technology</i> • Focused on accounting and information science	Marawi City <i>March 2010</i>

SKILLS & INTERESTS

Skills: Executive Assistance, Front-end Web Development, WordPress Management and Maintenance, Search Engine Optimization (SEO), Debugging, CSS3, HTML5, JavaScript, Figma, Photoshop, Python, and Pandas

Interests: Data Scraping, Data Cleaning, Machine Learning, AI and Funnel Page Development