

# Fleire Castro

Khaleesi of the Third Team / Owner at Third Team Media Business Solutions

fleire@thirdteam.org

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## Summary

My name is Fleire Castro.

I am a Certified Blog Entrepreneur (CBEP) & a Certified Inbound Marketing Professional (IMU).

I can help you with online marketing through my company Third Team Media – a digital agency specializing in providing assistance for international and local SMEs in their social media marketing campaigns. We are a tiny firm and we focus our efforts on helping our clients get their projects and campaigns off the ground from launches to maintenance.

## Specialties

Digital Marketing, Social Media Marketing, Information Technology, Ecommerce, Inbound Marketing,

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## Experience

### **Chairman - Membership Committee at Cebu Bloggers Society, Inc**

May 2011 - Present (4 months)

CBSi is growing, nonprofit organization of bloggers in Cebu. With its growing membership base, it is imperative to come up with projects in the Membership Committee to improve the membership base:

- Membership fee structuring

- Membership cohesion

- Membership base newsletters and announcements

- Online community management

### **Digital Marketing Consultant at Safe Rides Unlimited**

September 2009 - Present (2 years)

SRU helps promote safe rides as an alternative to drunk driving. In line with that, management and promotions were made over social media to spread awareness of the cause. Some responsibilities include:

- Social Media Marketing and Promotions

- Social Media Channel Management

- Blog Articles and Content Updates

- Site Management and Edits

**Team Leader / Owner at Third Team Media Business Solutions**

April 2009 - Present (2 years 5 months)

Third Team Media helps you with your product launches, project management, virtual assistance and digital marketing needs.

*2 recommendations available upon request*

**PHP Developer at Guitar Control**

January 2009 - Present (2 years 8 months)

Managing modules and add-ons for ticketing system

Setting up and creating split-tests for optin, landing and sales pages

PHP scripting for web pages

Banners and ads creation

**Project Manager / Social Media Marketing Assistant at NEMedia**

October 2009 - August 2010 (11 months)

Assist in the execution of strategies and campaigns for clients

Project management for remote web team of content writer, graphics artist and web developers

**Independent Contributor at The WIKID Group**

November 2008 - May 2010 (1 year 7 months)

Multimedia presentation and demonstrations

Writing website and IT tool reviews

Creating and coding scripts for data scraper tools

Research and data mining

**Social Media Marketing Assistant at Zenbu Media**

July 2009 - January 2010 (7 months)

Marketing push for artist Yuto Miyazawa through Social Media networks and events promotion channels.

Marketing push for artist Garfunkel and Oates through online channels for events promotion.

**Programmer at Nexation, Inc.**

January 2009 - August 2009 (8 months)

Setup of Wordpress, BANS, Magento sites

Setup of website using ZEND Framework and various APIs of applications.

**Website review writer at DataTree Internet Consultancy and Services**

November 2008 - March 2009 (5 months)

Writing reviews for various crowdsourcing websites.

**Software Developer at Western Wats Philippines Inc.**

March 2008 - November 2008 (9 months)

Worked on various OLAP web applications for reporting purposes using data collected from various web or phone surveys.

Created multimedia demonstrations of web application for presentation to clients

**Survey Programmer at Western Wats Philippines Inc.**

August 2006 - March 2008 (1 year 8 months)

Create surveys with proprietary programming language. Also use PHP, JavaScript, HTML, and CSS to enhance surveys. Work with a team to complete jobs on time. Involve high level of verbal and written communication.

**Remote Web Developer (Contract) / Independent Contributor at ServLogics, Inc. (Formerly "Asematrix, Inc."), Atlanta, Georgia, USA**

March 2006 - August 2006 (6 months)

Involved in the development of website for various clients of this company.

Designed and programmed the following website [www.wadeheating.com](http://www.wadeheating.com). I was able to get hands-on experience working using Visual Studio (C#) as the IDE, Fireworks for graphics design and MSSQL for data storage.

**Junior Computer Programmer / Independent Contributor at Information and Communications Technology Center - CMO Iligan City**

June 2005 - March 2006 (10 months)

This job required the use and administration of the company's database and creation of various applications using PHP. I was also involved in monitoring and updating the city's previous website at [www.iligan-city.net](http://www.iligan-city.net).

*1 recommendation available upon request*

**Operations Department Trainee / Independent Contributor at Northern Mindanao Power Corporation**

April 2004 - May 2004 (2 months)

Worked side-by-side with the company's Systems Administrator on various projects and day-to-day activities which included database administration, documentation and analysis.

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## Skills

**Social Media Marketing**  
**Entrepreneurship**  
**Digital Marketing**

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## Education

### **Ateneo de Manila University - Digital Filipino**

Digital Entrepreneurship Program, Blog Entrepreneurship, 2010 - 2010

### **Mindanao State University**

Bachelor's, Information Technology - Business Software Development, 2001 - 2005

**Activities and Societies:** JITS Member

MSU-IIT Student Cooperative

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## Honors and Awards

Cum Laude

Batch 2005

BS Information Technology - Business Software Development

Mindanao State University - Iligan Institute of Technology

Certified Blog Entrepreneur

Ateneo-DigitalFilipino Certified Blog Entrepreneur Program

## Interests

Digital Marketing

Social Media Marketing

Search Engine Optimization

Landing Page Optimization

Blogging, Publishing, Article Writing

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## 3 people have recommended Fleire

"I first met her when I got accepted in the renowned Cebu Bloggers Society Inc. I then got to work for her by doing graphic design jobs and all i can say is that she is very honest, has attention to detail, dedicated and Goal Oriented. She is also a great team player which also shows in how she does her jobs for our organization."

— **Jaysee John Rosal Pingkian**, *Member, Board of Trustee, Cebu Bloggers' Society Inc.*, worked directly with Fleire at Third Team Media Business Solutions

"Fleire delivers high-quality, with fast turn-around time, in carrying out blog assignments. She always deliver more than what is expected from her writings. I also got the opportunity to have Fleire as a student in the Certified Blog Entrepreneur program. Open-minded and willing to take risk, Fleire took the challenge of carrying out complicated projects well - despite the short amount of time allotted."

— **Janette Toral**, was Fleire's client

"When it comes to getting the job done, Fleire Mae is the person you want to have doing the work. Fleire Mae is very thorough in her skills and shows professionalism and dedication. I would recommend her to any company that is looking for a top-notch programmer whether in web/PHP, .NET or graphic design. Fleire Mae's skills come in many different flavors. I was very pleased with the projects that she has done for my company."

— **John Milligan**, *Web & Application Developer, Asemetrix Designs*, managed Fleire at Information and Communications Technology Center - CMO Iligan City

[Contact Fleire on LinkedIn](#)