

KAKUEI K. ARARAL

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Professional Summary

- 13 years experience with accomplishments in integrated marketing communications
- 8 years Internet-related
- 2 years focused on Digital/Online/Internet Strategy
- Creative background with BFA in Advertising from the University of Santo Tomas, Manila
- Technically skilled as Adobe® Certified Expert
- Trained in leadership from EveryNation Leadership Institute
- Online community builder and volunteer
- Seeking creative leadership position in global innovation-driven enterprise to help plan, design and deliver unique, relevant, and meaningful brand experiences that build equity and new business

Tools

- Adobe CS3 Design Suite (Adobe® Certified Expert, Adobe Photoshop)
- Macromedia FreeHand, CorelDraw, Inkscape, Gimp
- Microsoft Office 2007 Suite, Access, Outlook, MovieMaker, Internet Explorer
- OpenOffice.org, Foxit Reader
- Mozilla Firefox, Thunderbird, MSN HotMail, Windows Live Messenger, Skype
- Yahoo Mail, Yahoo Messenger, Yahoo Calendar, Yahoogroups
- Google Mail, Google Docs, Google Calendar, Google Talk, Google Earth, Google SketchUp
- WordPress, Blogger, YouTube, MySpace, Facebook, Flickr, Multiply, Friendster, LinkedIn
- Technorati, Digg, RSS, Twitter, Wikipedia, WetPaint, FileZilla
- XHTML, CSS, PHP, JavaScript, XML

Experience

- 1993-2007 Owner, KakueiDesign*
- 2006 Visual Designer, Fresh Studio Innovations Asia Inc*
- 2002-2003 Creative Director, Casa Grafica Corp*
- 2001 Lead Web/Multimedia Developer, Devco Philippines Inc*
- 2000 Web Designer, Asia Online Philippines, Ltd*
- 2000 Trainor, Asia Online Academy Philippines*
- 1999 Consultant, Bureau of Agricultural Research, Department of Agriculture Philippines*
- 1998 Vocalist, Rage Against the Machine Tribute Band*
- 1997 Visualizer, AMA-DDB Needham Worldwide Philippines*
- 1996 Designer, Cityneon Displays and Construction Sdn Bhd*

Volunteer Work

- 2008 Creative Consultant, The Edge Radio*
- 2007 Online Judge, Ruckus Nation*
- 2007 Online Volunteer, Nabuur*
- 2006 Acting Lead, 'Godspell' LKD- Performing Arts Center Foundation/Victory Davao*
- 2006 Designer, Davao Museum Foundation Inc*
- 2006 Designer, 6th World Christian Gathering of Indigenous Peoples (WCGIP)*
- 2006 Creative director, art director, copywriter, 'Rockoustic'*
- 2005-2006 Designer, Musician, Kid's Teacher and Usher, Victory Davao*

Education

- 2005-2007 Certificate of Christian Ministry, Every Nation Leadership Institute*
- 2006 Acting Workshop, LKD-Performing Arts Center Foundation*
- 2001 Perfecting Presentation Skills, Guthrie-Jensen*
- 2000 i-Net+Certification, iGeneration*
- 1991-1995 Bachelor of Fine Arts Advertising, University of Santo Tomas Manila, Philippines*