

JAZZON PEREZ

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PROFILE

Product and Systems Analyst with hands-on experience building and scaling digital platforms across e-commerce, real estate, and startup environments in the Philippines, UAE, and Canada. Demonstrates strong capability in translating business requirements into scalable technical solutions, grounded in systems analysis, product development, and stakeholder collaboration.

Experienced across the full product lifecycle from requirements gathering, process mapping, and system design to development, testing, and deployment, ensuring alignment between business objectives and technical execution. Combines analytical thinking with practical development expertise to accelerate problem-solving, improve decision-making, and drive effective cross-functional collaboration.

SKILLS

- Product Management & Strategy
- System Analysis & Business Analysis
- Software & Web Development
- Technical Documentation & Product Artifacts
- UI/UX Design & Prototyping
- Entrepreneurship & Business Operations
- Leadership, Teaching & Communication
- Data Analysis & Validation

Technical Skills:

- SQL (Data Querying, Joins, Aggregations)
- Web Application Development (HTML, CSS, Bootstrap, PHP, MySQL)
- API Integration (REST, JSON)
- Systems Analysis & Design

Tools & Technologies:

- Project & Collaboration: Trello, Google Workspace, Microsoft 365
- SEO & Analytics: Google Analytics, Google Search Console, SEMrush, Screaming Frog
- Database & Development: MySQL, Postman, VS Code, XAMPP, Firebase
- UI/UX Design: Figma, Canva
- Data & Reporting: Excel, Google Sheets, Power BI (Basic), Tableau (Basic)

Languages: Filipino, English

EXPERIENCES

Tech Executive Labs I.T. Solutions, Philippines

Jan 2024 to Present

TechEx is a registered IT solutions entity building and innovating software applications and web solutions for everyone, everywhere.

Founder, Developer & Product Lead

- Led product strategy, development, and execution across multiple platforms. Defined OKRs and roadmap, manage sprint cycles, and oversee delivery timelines.
- Built and maintained an internal team portal with structured data management, record tracking, and automated document generation
- Conduct detailed system and data analysis, validation, and QA to ensure data accuracy, integrity, and system reliability

Parzellary — Land Management & Consolidation Platform

Founder & Sole Developer, Mar 2026 – Present

- Translated 8+ years of hands-on real estate industry experience as a technical assistant into a purpose-built platform for land management, parcel mapping, document and record management, transaction management project consolidation and portfolio sharing.
- Built full-stack system including database architecture, backend, and UI and integrated Google Maps Static and JavaScript APIs for parcel visualization and geospatial workflows.
- Developed a public marketplace, a client/broker/agent CRM, parcel detail management with document uploads, and a transaction management system.
- Manages the complete product lifecycle independently: discovery, design, development, QA, deployment, and iteration.

Bookside — Book Marketplace & Community Platform

Founder & Product Owner, Sept 2025 – Present

- Translated 9+ years of e-commerce operations experience from The Polybrand PH and Hexa Crafts, applying deep knowledge of multi-platform selling, demand forecasting, supplier management, importing, and customer management to the book marketplace context.
- Managed a 10-member intern team across product, technology development, and marketing; coordinated parallel workstreams and aligned deliverables with the roadmap.
- Built a community of book readers and buyers, achieving an early traction with 400+ books sold in 3 months prior to platform launch.
- Analyzed transaction data and user behavior to generate insights and improve marketplace workflows.

MVP Valley — Startup Product Validation Platform

Founder, Apr 2025 – Dec 2025

- Selected for the Founder Institute Philippines 2025 Cohort (26 accepted from 200+ applicants); among the final 10 active startups in week 12 of the program — participating in weekly founder pitches, pitch deck iterations, and continuous business research and pivots.
- Conducted problem discovery, customer interviews, and market research to define target users, pain points, and success criteria; ran assumption testing and validation experiments.
- Synthesized research findings into a prioritized product roadmap and go/no-go decisions.

Batangas State University - Lipa Campus, Philippines

Sept 2024 to Dec 2024

Batangas State University, a premier institution for higher learning, is committed to academic excellence and research in the PH.

IT Lecturer, Contract

- Taught System Analysis and Design to 194 students across three majors: Business Analytics, Networking Technology, and System Management, emphasizing major-specific product management requirements.
- Guided students in creating prototypes for complex management information systems using Figma, progressing from low-fidelity wireframes to high-fidelity prototypes as part of their final project. This included comprehensive project documentation and system diagrams aligned with the SDLC process.
- Instructed 35 Web Systems and Technologies students, focusing on developing functional, efficient, and user-friendly web systems using HTML, CSS, Bootstrap, JavaScript, PHP, MySQL, API integrations, and web frameworks.
- Taught students to transform their prototypes from System Analysis and Design into fully coded systems as their final project, ensuring functionality, efficiency, and user-friendliness. Collaborated with the System Integration and Architecture course to ensure seamless system performance and integration, reinforcing practical system development skills.
- Fostered interdisciplinary collaboration, emphasizing UI/UX best practices, to simulate and apply real-world system development scenarios.

WAGMI Solutions (now Alaga Care), USA/HK/PH

Mar 2024 to Apr 2025

WAGMI Solutions is a trusted partner for customizable outsourcing services for IT development and healthcare services.

Product Owner & Developer, Contract

- Owned product development for Medify Air Philippines and Island Pediatric Dentistry, serving as Product Owner and Back-End Developer for Island Pediatric Dentistry, and as Shopify Developer for Medify Air Philippines.
- Collaborated with the Operations Director, Marketing Director, Project Coordinator, and Front-End Developer to align technical delivery with business goals.
- Deployed and maintained websites and Shopify stores; conducted SEO reporting using SEMrush, Screaming Frog, Google Search Console, and Google Analytics in collaboration with the company's SEO consultant.

Skill Spiral, Canada

Jul 2023 to Jan 2024

Skill Spiral is a career consulting start-up empowering executives and high-achieving professionals.

Technical Product Associate, Full-Time

- Promoted to a role collaborating closely with the Founder and CEO, to conduct comprehensive market research, benchmarking, and trend analysis for an AI-integrated resume builder web application, unveiling industry gaps and strategic product opportunities.
- Championed end-user needs through interviews and prototype testing. Analyzed behavior insights to improve wireframes, enhancing information architecture and user experience iteratively.
- Produced low and high-fidelity wireframes in Figma to translate product concepts into intuitive user flows, using feedback from usability testing for iterative updates. Developed essential product diagrams outlining critical features to align teams and provide development blueprints.

- Trained as a Career Storyteller (resume writer) to deeply understand how the resume builder should function, studying key metrics, best practices, and user needs to shape the product as a freemium tool for early-stage career seekers with upsell paths to the company's full-service offering.

Web Application Developer, Contract

- Pioneered the creation of Skill Story MVP, an intelligent resume builder with intelligent sorting, skill mapping, in-depth insight, dynamic entry generation, and story archiving.
- Leveraged a tech stack comprising HTML, CSS, JavaScript, Bootstrap, PHP, and MySQL, seamlessly integrated with the OpenAI API, and deployed the solution via a Hostinger server.

LNLMS IT Solutions, Philippines

Feb 2023 to Aug 2023

LNLMS IT Solutions is an EdTech startup delivering intelligent learning programs tailored for students from K-to-G10.

Assistant Marketing Head, Contract

- Promoted to a role supporting the department head while concurrently spearheading the optimization of the lead generation process by guiding a 5-person team to tap into private school and tutorial center markets.
- Expanded market presence through targeted B2B cold calling, averaging 80 calls daily. Successfully secured four major contracts by fostering relationships with key decision-makers.
- Drove engagement for innovative educational programs by orchestrating dynamic in-person and virtual marketing events featuring compelling product demonstrations.
- Conducted immersive in-person and online product training sessions for administrators, and teachers, driving optimization of navigation and elevating overall user experience.
- Implemented an automated email campaign system using Google Sheets and Google AppScript, that reduced execution time by 98%, significantly expanding our outreach without incurring additional costs.

Marketing Associate Intern, Internship

- Centralized lead management using Google Sheet by creating a master spreadsheet to consolidate leads from multiple cities into one easily accessible database. Enables the sales team to quickly organize and share up-to-date prospect information, increasing efficiency.
- Achieved an elevated level of cold calling outreach, consistently managing a high volume of quality engagements with an average of 50 calls daily, resulting in increased prospects.

IT Data Encoder Intern, Internship

- Developed three eBooks using Canva centered around English and Singaporean Math curricula, significantly enhancing the company's educational content offerings and providing valuable additions to instructional resources.
- Implemented rigorous proofreading processes for more than 12,000 questions to ensure flawless data integrity in Learning Management System (LMS) course content, ensuring accuracy and sustaining educational quality and material clarity.

Expadite, United Arab Emirates

Aug 2022 to Mar 2023

Expadite is a revenue-generating cross-border logistics start-up with guaranteed sub-72-hour deliveries.

Business Operations Analyst, Contract

- Collaborated with the Founder & CEO to optimize operations and accelerate revenue growth, implementing data-driven strategies through analysis of sales, customer insights, and financial records maintained.
- Spearheaded the development of a comprehensive spreadsheet-based system for streamlining lead organization, sales tracking, and financial record-keeping, ensuring transparency and compliance while enabling data-driven decision-making.
- Conducted meticulous quality assurance evaluation of platform features and functionalities, championing a user-centric approach by developing an in-depth understanding of user/customer, partner, and administrator needs to drive continuous improvement and optimization efforts.

Nittiv, United Arab Emirates

Apr 2022 to Mar 2024

Nittiv is a travel tech start-up developing an AI-integrated travel platform and fostering a community for travel experience.

Co-Founder, Part-Time

- Recognized by the founder and promoted to spearhead a 12-member cross-functional team comprising departments such as management, research, marketing, and product development.
- Spearheaded comprehensive product and market research through social listening and data analysis, identifying pivotal industry trends and emerging market opportunities.

- Strategically orchestrated product pivot, transitioning from a social media platform to an innovative web-based AI-integrated travel platform, rapidly adapting strategies to capitalize on evolving consumer demands and solidify a competitive edge.
- Spearheaded the development of the Minimum Viable Product (MVP) 1.0 for an AI-integrated travel platform, seamlessly integrating OpenAI's API and leveraging web development technologies.
- Initiated and launched the Tourism Advocacy Partnership Program (TAPP) for strategic partnerships and Tribe Growth Initiative Fridays (TGIF), an organization-wide professional development program with online learning access for member growth.
- Proactively networked at targeted events and pitched start-ups to multiple organizations for incubation and accelerator programs

Associate Project Manager and Partnership Lead, Part Time

- Collaborated with Lead Project Manager to spearhead a 17-member cross-functional team to ensure seamless communication, and oversee the execution of project milestones and deliverables.
- Guided the marketing team with the development and implementation of 'Philippines For The Go!', an influencer-driven live session program that garnered over 5,800 social media impressions.
- Forged strategic partnerships with multiple organizations: Philippine Mountaineering Society, Tropical Mountains of the Philippines, and Wellness Angel to create mutual growth opportunities.
- Delivered presentations to various Department of Tourism (DOT) Regional Offices, Provincial, and City Tourism Offices in virtual meetings, effectively introducing our idea and product while actively seeking valuable feedback and recommendations.
- Conducted a comprehensive quality assurance (QA) evaluation for MVP 1.0, meticulously testing and validating core features, functionality, and user experience to ensure a robust and polished product launch, while identifying areas for further optimization and iteration based on user feedback and industry best practices.

The Polybrand, Philippines

Nov 2020 to Jan 2026

The Polybrand is a recognized and registered e-commerce business based in PH operating across multiple platforms.

Owner and Business Head

- Grew multi-platform e-commerce business across Shopee, Lazada, and TikTok to 24k+ combined followers with 30k+ orders fulfilled and 500+ peak orders in a single day. Recognized by DTI as one of 150 approved BMBEs in Lipa City.
- Managed end-to-end daily operations: product management, demand forecasting, compliance, procurement, importing from China, USA, UK, and Czech Republic, inventory, delivery logistics, bookkeeping, pre/post-sales customer service, and digital marketing campaigns — achieving 4.9/5.0 customer satisfaction.
- Forged partnerships with multiple local and foreign suppliers via Alibaba, Taobao, and 1688.com for streamlined product procurement.

Freelance, Philippines

Mar 2018 to Dec 2025

Serves as the real estate technical assistant to different brokers, consolidators and agents.

Real Estate Technical Assistant

- Created presentations, visual mapping and tracing, and property profiles for brokers, agents, and consolidators. Analyzed documentation, prepared requirements, and coordinated with private and public offices for submission and processing of property records. Attended Real Estate Brokerage Seminars from 2019 to 2022.

Hexa Crafts, Philippines

Mar 2016 to Dec 2018

Hexa Crafts dominates a niche-specific market as an e-commerce powerhouse exclusively on the Facebook platform.

Owner and Business Head

- Strategically grew and managed e-commerce business on Facebook with over 4k followers and more than 500 member community. Handled all business operations from demand forecasting, procurement and importing from China and USA, inventory, logistics, bookkeeping, customer service, and marketing.
- Drove business growth and customer retention over 2 years of operations with over 2.5k orders fulfilled, and more than 500 active customers served. Utilized strategic mentorship connections with loyal clients and suppliers to enhance operational efficiency and refine product offerings consistently.

FEATURED PROJECTS

Parzellary, 2026

HTML, CSS, JavaScript, PHP, MySQL, AJAX, JSON, jQuery, Bootstrap, Google Maps API

- Built end-to-end as sole developer: parcel mapping, document and record management, project consolidation, portfolio sharing, public marketplace, and transaction management.

TechEx Team Portal, 2026

HTML, CSS, JavaScript, PHP, MySQL, AJAX, JSON, jQuery, Bootstrap

- Built the internal operations portal for Tech Executive Labs, supporting team management, profile management, attendance monitoring, progress reporting, automatic document generation, and announcements.

MVP Valley, 2025

Founder Institute Philippines – Manila Cohort 2025

- Accepted into the Founder Institute Philippines (26 of 200+ applicants); among the final 10 active startups at week 12 of 14. Completed weekly founder pitches, pitch deck iterations, and continuous business research and pivoting throughout the program.

Skill Story by Skill Spiral, 2024

HTML, CSS, JavaScript, PHP, MySQL, AJAX, JSON, jQuery, Bootstrap, OpenAI API

- Built an AI-integrated resume builder prototype featuring intelligent sorting, skill mapping, in-depth insight, dynamic entry generation, and story archiving.

Web-Based Attendance Monitoring and Payroll Management System for O8FSI, 2023

HTML, CSS, JavaScript, PHP, MySQL, AJAX, JSON, jQuery, Bootstrap, Google Chart API

- Led the development as Project Lead and Back-End Developer of the web-based system as a capstone project for O8FSI, a local security agency in the Philippines. Proposed and approved by the university panel and the client, the system streamlined employee and client management, attendance monitoring, and automated payroll functions.

EDUCATION

BS Information Technology Major in Business Analytics, 2023

Batangas State University TNEU Malvar Campus, 1.5/1.0

Recognitions: Dean's Lister, Leadership Awardee

Scholarships: CHED State Scholarship Program (SSP), 2019-2023

Organizations: Vice President for External Affairs, *Google Developers Student Club BSU Malvar Chapter*

Relevant Coursework: Analytics Application, Technopreneurship, System Quality Assurance, System Analysis and Design, Fundamentals of Business Analytics, Fundamentals of Analytics Modeling, Fundamentals of Enterprise Data Management, Analytics Techniques and Tools, IT Project Management, Human-Computer Interaction

Projects & Roles: Project Lead, *Web-Based Attendance Monitoring and Payroll Management System for O8FSI*

Project Lead, *Library Management System*

Project Lead, *Employee Management System for O8FSI*

ICT in Mobile App and Web Development, 2019

STI College Lipa, 90/100

Recognitions: Honorable Mention, Best Presenter, 2nd Best Product Presentation

Projects & Roles: Project Lead, *Campus Room Management Mobile Application*

Project Lead, *Web-Based Recording and Health Monitoring System*

CERTIFICATION

PhilNITS Information Technology Passport (IP) Certification Exam Passer, 2024

Certificate No. IP2700206