

# ROEL-JUNIOR ALEJO VIERNES

Computer Science BSc (Hons) Graduate - Social Media & Content Operations

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London, United Kingdom

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## PERSONAL STATEMENT

A multidisciplinary Creative Technologist (CS 2:1) specialized in bridging deep-tech engineering with high-fidelity digital production. Proven track record in owning the full content lifecycle for the University of Greenwich's Faculty of Engineering & Science, utilizing a 'builder' mindset to translate complex concepts into high-engagement assets for Gen-Z audiences. Combining technical expertise in AI and algorithms with leadership experience as a Society President and previous experience with content creation, Stakeholder collaboration and Social Media Management to deliver high-agency, performance-driven digital growth

## EXPERIENCE

### Faculty Social Media & Content Operations

#### University of Greenwich

June 2023 - Oct 2025 Greenwich, London

- Multidisciplinary Production:** Managed the full lifecycle of technical video content for the Faculty of Engineering & Science, introducing new concepts for video ideas based off current social media trends and bridging the gap between HE and computer science principles and user-facing digital storytelling.
- Stakeholder Management:** Partnered with academics and researchers to collaborate & storyboard and render accessible content for major university campaigns.
- Digital Brand Representative:** Spearheaded on-camera content strategy as a key brand ambassador, including starring in the flagship Computer Science recruitment video, which unified the faculty's digital identity across social channels.
- Brand Stewardship:** Strategically managed brand consistency across all digital touchpoints for high-stakes campaigns (Clearing, Open Days), ensuring 100% alignment with institutional identity while driving measurable growth in reach and engagement.

### Senior UK Student Recruitment Ambassador

#### University of Greenwich

May 2023 - Oct 2025 Greenwich, London

- Team Leading:** Led a team of 10+ staff/student ambassadors in clearing operations and day-to-day customer service, ensuring a high-quality experience for prospective students and their families during high-pressure periods.
- External Engagement:** Represented the university at external events, including UCAS fairs, Panels, and school visits, effectively communicating the value of the university's offerings to a wide range of audiences.
- Operational Excellence:** Assisted in the planning of certain outreach initiatives, contributing to the university's recruitment goals through efficient planning and execution.

## EDUCATION

### Computer Science BSc (Hons) - 2:1

#### University Of Greenwich

Sep 22 - Jul 25 Greenwich, London

- Modules inc. Human-Computer Interaction, Machine Learning, Applications of AI, Software Engineering, Data Structures and Algorithms, Advanced Programming, Operating Systems etc.

### A Level

#### University of Kent Academies Trust

Sep 20 - Jun 22 Gillingham, Kent

- Subjects: Information Technology (D\*), Business Studies (D\*), Finance (BB)
- 152 UCAS points

### GCSE

#### Brompton Academy

Sep 15 - Jul 20 Gillingham, Kent

## INTERESTS

### Technical

- Human Computer Interaction
- Cloud Computing
- Hardware Engineering
- Machine Learning
- Video Editing

### Hobbies

- Content Creation / Social Media
- Music
- Traveling
- Gaming

## VOLUNTEERING

### Society President

#### comptech.gre (Greenwich Students Union)

Sep 24 - Jul 25 Greenwich, London

### Programme Representative

#### Greenwich Students Union

Sep 23 - Jul 24 Greenwich, London

## LANGUAGES

English

Tagalog/Filipino

Spanish



# PROJECTS

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## HandTyper - Real-Time Gesture Recognition System

- Developed a real-time gesture recognition system (Python/OpenCV) to translate BSL into PC inputs. This project focused on Human-Computer Interaction, exploring how users can engage with digital interfaces beyond traditional methods—a perspective I apply to creating platform-native social content.
- The system utilized machine learning algorithms to accurately interpret various hand gestures and British Sign Language (BSL), providing an innovative solution for accessibility and human-computer interaction.

## University Open Day Guides w/ NFC Tags

- To assist prospective students during the University Open Days whilst upholding the university's commitment to sustainability. I introduced a new interaction framework where staff members would have NFC tags linking towards a digital guide for the University and the relevant event.
- This reduced the need for printed materials and allowed for easy access to information via smartphones whilst also providing a modern and interactive experience for visitors.

## University Events (Open Day + Outreach)

- I have also participated and assisted in the organisation, running and the marketing of various University and Faculty events including Open Days and Outreach programs. During these events, I took on roles such as guiding prospective students, providing information about courses and campus life, and assisting with event logistics.
- My involvement in these events has helped me develop strong communication and interpersonal skills, as well as a deeper understanding of the university's offerings and student needs.

# SKILLS

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Leadership

Teamwork

Communication

## Technical

Python

Java

HTML & CSS

Git/GitHub

Machine Learning

Azure

CI/CD/DevOps

Cloud Computing

UI/UX Design

## Creative

Adobe Creative Suite

Video Editing

Canva

Social Media Video Production

Social Media Management

Orlo

## Design

Figma

Human-Computer Interaction

# CONTACT

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- LinkedIn: [linkedin.com/in/rjviernes620](https://www.linkedin.com/in/rjviernes620)

## Instrumental Ambassador Award 2024



Received at Greenwich Employability Awards for Performance and contribution to the scheme over the year.

## Making a Difference Award 2024



Received from the Faculty of Engineering and Science for volunteering and contribution to the University community.