

Name Surname

phone

MANAGEMENT & MARKETING | DIRECTOR LEVEL

email@address.domain

Product Management • Global Marketing Strategy • Operations • Brand Management

Top-performing **Management and Marketing** Professional with extensive experience in designing new products and delivering revenue growth for both emerging and established companies. Demonstrated business leadership and strategic marketing capabilities with full **P&L** responsibilities. Offers expertise in developing corporate and marketing strategies while conducting business with both **national and international** entities. Proficiency in evaluating market entry strategies and forging **new partnerships, alliances and ventures**.

Respected leader of creative team, related divisions and corporate communications departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images. Proven ability to drive record-high marketing campaign response rates and execute successful product launches.

Clients
Nestle Philippines Inc. [Nescafe]
Globe Telecom

Key Accounts
Philippine Airlines, WG&A
Superferry, Miascor Catering,
Macro-Asia Eurest, Victory Liner,
Negros Navigation, NAIA Terminals

- P&L Management
- Strategic & Business Planning
- Forging New Ventures, Partnerships and Alliances
- Next Generation technology and product offerings
- Business Modelling & Project Management
- Operations, Costs Reduction & Productivity Increasing
- Achieving revenue and market share goals
- Cross-Functional Team Leadership
- Market Intelligence and Competitive analysis
- Digital/Online Marketing
- Traditional (Offline) Marketing
- BTL and ATL Marketing

HIGHLIGHTS

- Lead cross-functional teams that collaborate as a focused unit to achieve aggressive business goals and drive the evolution of concepts into achievable business strategies.
- Effectively manage production process with close attention to budgets, timeframes, quality, and product specifications.
- Identify and capitalize on new growth opportunities through market analysis, product / brand development expertise, and keen business instincts.
- Develop and implement strategies that increase product awareness, market share and profitability.
- Expert in building productive sourcing relationships across Philippines, Switzerland, Australasia.
- Consistently beat sales target by an average of 10% every month, during the International Carrier Relation & Business Development employment.

PROFESSIONAL BACKGROUND

Company Name **Present**
OPERATIONS CONSULTANT | INTERIM CHIEF OPERATING OFFICER **2015**

Promoted to chief position of increased responsibility based on consistently exceeding goals and expectations. Challenged to turnaround declining sales, profit margins, consumer traffic and market share.

- Lead division by operating and delivering significant improvements of e-commerce operations for a marketplace platform.
 - Revamped management personnel to build a team capable of delivering sustained organic growth; identified key KPIs for Logistics and Customer Care group.
 - Provide operational leadership, creating the process and necessary infrastructure for an efficient and easy to use marketplace program.
 - Spearheaded competitive market analysis, marketing/strategic planning, employee benefits, human resources operations, and production tracking focused on maintaining superior organizational performance.
- Content creation to fulfilment.
 - Setting up logistics and delivery processes and platform.
 - Setting up Customer Care center processes and CRM platform.

Company Name **2015**
GENERAL MANAGER [Country] **2013**

A Name Company acquired by Company Name in Feb 2015. Recruited to manage the overall, long and short-term business plan for e-commerce, including P&L responsibilities that deliver on sales and EBITDA targets.

Selected Accomplishments:

- Transformed a traditional food delivery company into a successful e-commerce business
 - Increased top line net sales by **12%** month on month and **10%** versus previous year
 - Increased transaction count by **15%** month on month
 - Grew web orders by **50%** in 10 months

Continues ...

Company Name – GENERAL MANAGER [Country] – 2013-2015 [continued]**Business Strategy:**

- Worked in coordination with the top level management to set up short term and long term goals.
- Assisted the top level management in preparing strategies to achieve the goals and objectives.
- Motivated executives, managers and employees to devote their best to achieving the business goals.

Operation Management:

- Ensured that all the tasks carried out by the departments are of required standards and quality.
- Made sure that recruitment and hiring procedure are conducted smoothly, without any problems.
- Ensured that the new employees get good quality training as per their area of expertise.
- Held responsibility of managing subordinates and guiding them towards the attainment of business objectives.

Company Name **2013**

BUSINESS DEVELOPMENT LEAD [Client Name] **2012**

Selected to assist the launch of ABS-CBN Mobile.

- Developed new marketing strategies to capture market channels with new clients.
- Brought new processes to firm for its growth, using various marketing strategies and communication skills in order to brand the firm in the market and attract new clients.
- Developed strategies and business for the firm by building corporate relationships with customers and the industry/market leaders.
- Utilized sales and marketing tools to create brand awareness in the market.
- Introduced improvements in business strategies based on customer feedback.
- Expanded business along with the respective market share for the firm.
- Played key role in company initiatives for developing new projects for future use.

Company Name **2012**

Various Positions Held: **2008**

DIRECTOR OF MARKETING AND SALES [Client Name] | 2011-2012

- Conducted bottom-up reorganization of international sales in preparation of a major new product release.
- Identified and recruited top-tier industry talent, and groomed management professionals for key executive positions.
- Instituted a system of team leads to organize, operate, and mentor production team. Team leads were established in sales, marketing, product development, customer support, and product engineering.
- Bolstered sales and marketing efforts to produce increase in prospects through the products strategic partnerships, national and international marketing campaigns, and major trade show unveilings.

CORPORATE MARKETING MANAGER [Client Name] | 2009-2011

- Translated business-objectives strategies into brand portfolio objectives, plans, and strategies of enhanced growth of business unit.
- Implemented effective sales and marketing strategies.
- Analyzed profitability of products and market potential.

MARKETING DIRECTOR [Client Name] | 2008-2011

- Challenged with building customer/prospect awareness across new verticals and multiple sales channels/cycles.
- Developed creative that assisted in reversing the prior year's revenue by establishing brand value to capture the needs of emerging markets.
- Conducted market research, assisted in business plan development and managed affiliates on specific projects. Led company-wide conversion of all creative post-acquisition to comply with Corporate Standards.

EARLIER POSITIONS HELD

Company Name [Foodservices Business Unit] **2003-2008**

Various Positions Held:

BUSINESS DEVELOPMENT EXECUTIVE | ASSISTANT BRAND MANAGER | 2006-2008

CHANNEL BUSINESS SPECIALIST | 2003-2006

Company Name **2001-2003**

MANAGER [International Carrier Relation & Business Development]

EDUCATIONAL BACKGROUND

Master's in Business Administration [Concentration in Marketing and Management] *graduated*

NAME UNIVERSITY – City, Country

Double Major: **BA in Movement & Sports Science • BA in Exercise & Fitness**; Minor: Psychology *graduated*

NAME UNIVERSITY – City, Country