

**Mary**

[**Mary.321513@2freemail.com**](mailto:Mary.321513@2freemail.com)

**CAREER OBJECTIVE**

To enhance my working capacities, professional skills, business efficiencies and to serve my organization in the best possible way with sheer determination and commitment

**WORKING EXPERIENCE**

**YAS The Royal Name Of Perfumes**

**June 21, 2015 – PRESENT**

**MARKETING ASSISTANT**

Duties & Responsibilities

* Coordinates on development of marketing tools such as product sample materials, danglers, tent cards, magazines and catalogues.
* Identifies key goal, objective, or outcome of the marketing materials.
* Analyze the effectiveness of marketing materials.
* Manage allocation of resources and budget for producing those marketing materials.
* Provide status reports to the department on overall marketing activities.
* Creates, develops and modifies marketing & advertising materials.
* Manages and works closely with Marketing Manager in creating vision, conceive designs, development & completion of marketing projects.
* Coordinates on sponsorship & press releases, seasonal / promotional events, sale & special mall events.
* Updates & maintains the database regularly.
* Doing follow-ups with advertisement and printing companies.
* Performs general clerical & administrative duties to include but not limited to: photocopying, faxing, mailing, and filing.

**DENCOM CONSULTANCY & MANPOWER SERVICES,** a consultancy, recruitment and manpower firm based in Makati City, Philippines servicing various multinational companies for Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO), IT-Enabled Services (ITES), Information Technology, Manufacturing and various industries

Makati City, Philippines

Marketing Department

**September 2, 2013 – November 2, 2014**

**MARKETING EXECUTIVE / RECRUITMENT SPECIALIST**

**Duties & Responsibilities**

*As Marketing Executive*

* In charge of all offline / online marketing, advertising and promotional activities for Marketing Department
* Research, strategize, plan, implement and monitor promotion campaigns
* Conduct customer research, market research and competitors' analysis
* Monitor, evaluate and report on all marketing activities and results
* Update the company’s database for applicants (Telemarketing)
* Other duties that may be assigned by the Manager & CEO

*As Recruitment Specialist*

* Conducts initial pre-screen interview and phone interview
* Ensures that the applicants read and understand the job descriptions and reviewing their background if fitted for the role
* Administers recruitment assessments and retrieve exam results
* Provides immediate feedback to applicants
* Updating applicant status accurately and timely
* Other task related to recruitment

**ASSETS AND CAPABILITIES**

* Committed, hardworking, with sense of professionalism
* Highly versatile to people, adjust easily to situation
* Computer literate
* Can communicate both in English and Tagalog

**EDUCATIONAL BACKGROUND**

**Tertiary**  Bachelor of Science in Business Administration 2009-2013

Major in Marketing Management

Batangas State University - J.B. Zuno Campus

Batangas, Philippines

**Secondary** Holy Family Academy 2005-2009

Batangas, Philippines

**SEMINARS ATTENDED**

* 2012 Strategic Marketing Conference for Students

Marketing Mash Up: Hybrid for the New Breed

July 31, 2012

MOA Arena, SM Mall of Asia Grounds, Pasay City, Philippines

* 2nd Regional Marketing and Public Relation Congress

Innovative Marketing and PR: Capturing the Market of the 21st Century

December 10, 2011

Sentrum, De La Salle Lipa, Lipa City, Batangas, Philippines

**TRAINING**

**On-The-Job Training**

Universal Robina Corporation (Biñan Plant)

LIIP Mamplasan Binan, Laguna, Philippines

December 2012 – March 2013

**PERSONAL BACKGROUND**

Date of Birth : May 4, 1993

Age : 23 years old

Place of Birth : Batangas, Philippines

Civil Status : Single

Nationality : Filipino

Religion : Roman Catholic

Sex : Female

Language/s : Filipino & English

Visa Status : Employment