Jasmin

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### Career Objective:

*To seek a rewarding and challenging job consistent with my qualifications, experiences and skills, in order to have a positive working environment conducive to continuous professional growth and successful career.*

### Work Experiences:

**LG Electronics Philippines – July 5, 2007 to July 25, 2012**

* **Mobile Trade Marketing Assistant Manager** (January – July 2012)
* Promoter Management
* Merchandising and in-store management
* Oversee Product Training
* **GTM (Go-to-market) Assistant Manager / Display Team Head** (October 2009 – January 2012)
* Oversee design, layout, execution and ,monitoring of all display set ups, including in-store display, concept stores, exhibits and events, for consumer electronics and mobile communications nationwide.
* Creates guidelines and processes for better execution of projects
* Project coordination
* Planning and scheduling of Channel improvements
* Budget monitoring
* Oversee exhibits and events ingress and egress
* Reporting project updates to top management.
* **Corporate Marketing Officer** (January 2008 – October 2009)
* Supervise team in creating design for shops and events that adhere to the company’s brand identity
* Responsible for briefing suppliers regarding design requirements and ensures that fabricated modules follow approved design and specifications
* Planning of Channel improvement
* **Brand Marketing Officer** (July 2007 – January 2008)
* Absorbed as a direct hire employee
* Supervise team in design layout of merchandising collaterals
* Responsible for the design and execution of channel improvements and opening of new stores.

**Jobsnet (Agency) assigned to LG Electronics Philippines –** January 5, 2007 to July 5, 2007

* **Marketing Services and Shopfront Supervisor** (July 2007 – January 2008)
* Responsible for layout-outing designs of merchandising collaterals such as POP materials, brochures, banners, flyers, signage and other promo related merchandising materials for all products.
* Provides in-store display design and exhibit layouts for consumer electronics dealers while monitoring proper implementation with third party suppliers.
* Observes brand communication guidelines in designs both in marketing collaterals and shop display layout.
* Coordinates with suppliers for quotations, fabrication and set up of display racks.
* Supervises set up for exhibits, special projects and other events.
* Coordinates with HQ and other subsidiaries for website maintenance.
* Reports in-store display updates to Top Management.
* Assists other departments which may require any related visual design.

**Gameasiatel – April 10, 2006 to August 15, 2006**

* **Graphic Designer**
* Translates client marketing or informational content into functional print ads and web graphics.
* Creates, edits, or transforms images, graphics, text and other multimedia content for website and print ad use.
* Gather materials to be used for graphic design.
* Coordinates with the Content Service Management for the design and development of print ads.
* Uploads approved print ads to Quickcut Pagestore Online for publishing.
* Design and develop banners and headers for website.
* Interacts with the Creative Team for the development of studies for all projects that require graphic design.

**Prime Worldwide Paper Packaging Corporation – January 8, 2004 to April 1, 2006**

* **Graphic Designer**
* Design, development, and layout of materials catering to client’s requirements and specifications.
* Preparation and presentation of mock up samples.
* Other responsibilities include processing and documentation of Job Orders, Purchase Orders and Quotations.

**Supervalue, Inc – September 27, 2002 – March 7, 2003**

* **Artist**
* Research, development and implementation of better display systems so as to allow maximum store space utilization and to enhance over-all store appearance and better visual impact, including preparations for seasonal promotional events.
* In charge of documentation, including fixed asset supplies requests, schedules, vehicle requests, etc.

### Educational Attainment:

***University of Santo Tomas***, España, Manila

**Bachelor Of Science in Architecture (**1995 – 2001)

### Personal Particulars:

Nickname: Mae

Birthdate: January 13, 1979

Gender: Female

Civil Status: Married

### Skills and Interests:

* Computer Literate
  + Autocad
  + Google Sketchup
  + Corel Draw
  + Adobe Photoshop
  + MS Office
* Graphic Designing
* 3D Model Design
* Architectural Drawing , Layout, Concept Design
* Driving
* Baking
* Cake Decorating (fondant, 3D)