

**REDEN**

**Email :** **redden.374001@2freemail.com**

**EMPLOYMENT HISTORY**

**PHILMARTS ADVERTISING PRODUCTION**

Position : Marketing Associate

Industry : Entertainment

Highest Education : Bachelor's/College Degree in Business Administration/Marketing

Working Description : Making a research and proposals for a possible sponsorships in an events and we also cater our digital theater shows in different schools nationwide in the Philippines. We make proposal to Principals, Teachers and School Superintendents. Develop market analysis to identify customer needs, price schedules, and discount rates. Builds and strengthens relationships with existing and new customers to enable future bookings. Activities include sales calls, entertainment etc.

Year : September 2007- October 2017

**THE MANILA TIMES PUBLICATION**

Nov. 9, 2015 - April 2016 : Regular Account Manager

May 2016 - Present : Freelance Account Manager

Work Description : Visiting all the Key accounts, ad agencies & clients to the designated Account Managers & make a package proposals

**THE DAILY TRIBUNE PUBLICATION**

February 2014 -September 2015

Position Title (Level) : Freelance Account Manager

Specialization : Sales and Marketing

Industry : Print Advertising

Work Description : Visiting all the Key accounts, ad agencies & clients to the designated Account Managers & make a package proposals.

**BUSINESS MIRROR PUBLICATION**

Sept. 2010 - April 2013

Position Title (Level) : Regular Account Manager

Specialization : Sales and Marketing

Industry : Print Advertising

Work Description : Visiting all the Key accounts, ad agencies & clients to the designated Account Managers & make a package proposals.

**MALAYA BUSINESS INSIGHT PUBLICATION**

Aug 2009 - Aug 2010

Position Title (Level) : Regular Account Manager

Specialization : Sales and Marketing

Industry : Print Advertising

Work Description : Visiting all the Key accounts, ad agencies & clients to the designated Account Managers & make a package proposals

**UNILEVER PHILIPPINES**

May 2004 - Nov. 2004

Position Title (Level) : Telephone Maintenance

Industry : PABX

Work Description : Troubleshoot and transferring telephone & local lines to all departments.

**PHILIPPINE PIZZA HUT INCORPORATED**

Oct. 2003 - Apr. 2004

Position Title (Level) : Service Crew

Position Title (Level) : Service Crew

Industry : Food Industry

**EDUCATIONAL BACKGROUND**

**Bachelors/College Degree of Business Administration/Marketing**

Major : Marketing

Institute/University : **PHILIPPINE SCHOOL FOR BUSINESS ADMINISTRATION**,

 Quezon City.

Graduation Date : 2006-2007

**PERSONAL PARTICULARS & PREFERENCES**

Date of Birth : September 06, 1978

Age : 39 years old

Nationality : Filipino

Gender : Male

Civil Status : Single

**ADDITIONAL INFORMATIONS**

**TRAININGS/SEMINARS ATTENDED**

1. UNITED PRINT MEDIA GROUP, AD SALES SEMINAR@ MANILA BULLETIN AUDITORIUM

Intramurals Manila, June 2012

\*ENHANCING MEDIA RELATIONSHIP WITH AGENCIES AND CLIENTS

**2.** WORLD CLASS ACHIEVER AWARD

Pinpoint Direct Consultancy & Training center and ARIVA Events Management, Inc. @

Astoria Plaza, Ortigas Center, Pasig City. September 2011

\*TERRITORY AND BUSINESS DEV. MAPPING FOR SALES AND MARKETING PROFESSIONALS.

**PERSONAL STRENGTHS**

* Highly sociable & people person.
* Good communication skills in both English & Filipino.
* Can easily motivate people.

**CAREER OBJECTIVES**

* To widen my experience.
* To hone my intellectual and marketing skills.
* To promote excellence & competitiveness in work.
* To be able to work for a company that would engage my talents and provide for future corporate growth.