

MARIA ANGELICA L. CAROLINO, MBA



EDUCATION

Ateneo Graduate School of Business

MBA for Middle Managers (Graduated August 2016)
Strategic Management Paper: Sta. Lucia Land Inc (Real Estate)
GPA: 3.3/4.0

Ateneo de Manila University

AB Communication Arts 2005
Major in Advertising and Public Relations

Assumption Antipolo

Grade School 1997, High School 2001

EXPERIENCE

Ayala Land Premier

Premier Property Specialist – San Lorenzo Group (Forbes Division) (Sept 2019 – Present)

Registered real estate sales person focused on Ayala Land Premier, selling luxury and ultra luxury condominiums, residential lots, commercial lots, premium-grade office spaces. First sale in 1 month, total of 3 lots sold in 10 months, including the 5 months pandemic period. Pending Php 200,000 in commissions and incentives.

The Nielsen Company

Senior Manager – Retailer Vertical (February 2018-July 2018)

In charge of retaining and recruiting retailers like supermarkets, drugstores and Convenience stores. I managed a team that delivers monthly general performance reports, retailer-specific performance reviews, and category assessments to help retailers improve their business through actionable insights (ie: listing/delisting of SKUs, price indexing, market trends in other countries, etc.)

The Generics Pharmacy

Franchise Operations Manager (August 2015 – January 2018)

South Metro Manila & South Luzon

Key account management and business development for the top 12 accounts in South Metro Manila and South Luzon, contributing 50% to total TGP South Metro Manila and South Luzon Business.

Total area coverage **is 656 branches with 160 franchisees**, with the business unit's SOB at 37% of total TGP. Balance 148 franchisees for the area are handled by 3 staff. Responsibilities include but are not limited to joint business planning, franchise agreement renewals, compliance to TGP standards in terms of store look, product assortment, and resolution of audit findings.

Mobile: 0917-5791688
Email: angel.landayan@gmail.com

MARIA ANGELICA L. CAROLINO, MBA



Site approval, interviewing franchise applicants, assisting franchisees in complying with Notice of Deficiency (NODs) issued by the FDA, communicating FDA, BIR, and Internal Policies to Franchisees, providing local store marketing support to franchised branches and LGUs, through free medical consultations, medical missions, instore promotional activities, and other health-related activities at the community level.

2015 Area Growth: 14%, 2016 Area Growth 12%; 2017 Area Growth 9%

Collected approximately Php 70 Million pesos from difficult and problematic accounts.

Facilitated selling of over 40 delinquent branches to more capable franchisees.

Retail Marketing and Franchise Support Manager (Jun 2014 – August 2015)

Developed, taught, and implemented the **Local Store Marketing** Program for The Generics Pharmacy franchise network. In charge of developing and implementing corporate promotions, trade promotions, and franchise support services related to new products or categories and/or new services of The Generics Pharmacy. Conducted 18 sessions of the Continuing Franchise Education Seminars (CFES) on Local Store Marketing.

Created and implemented the TGP Chairman's Club, which is an incentive program for top-performing franchisees. Awards were based on 5 main criteria: Sales target achievement, Compliance to Store Standards, Good credit standing, Resolution of Audit Findings, and Adherence to Must-Carry SKUs prescribed by the franchisor. Authored other company policies relating to credit and collection, marketing support for franchisees, store takeovers, and exit procedure for franchisees among others.

OIC – Franchise Relations Management (March 2015 – August 2015)

Concurrently handled Franchise Relations Management position with the Retail Marketing Manager post. Relationship management for key accounts (multi-unit TGP franchised branches owners), and business development. Handled day to day concerns of franchisees relating to legal, regulatory, supply chain, credit and collection, renewals, marketing support, training, customer care, and all other concerns.

MARIA ANGELICA L. CAROLINO, MBA



The Nielsen Company (Phils) Senior Executive (March 2014 – June 2014)

Product management, sales, and maintenance for Nielsen Spaceman Software, as well as planogram consultancy. Nielsen Spaceman is a space planning tool designed to help retailers improve sales through range, micro and macro space, and assortment.

The Travel Boutique Owner (January 2012 – July 2013)

I owned and operated a small, full service travel agency with one employee. We specialized in local and international ticketing, hotel reservations, group tours, and business travel. Major clients included ProFriends Inc (real estate) and Guill-Bern Corporation (medical and laboratory equipment).

Scanasia Overseas Inc. Marketing Supervisor (August 2008 – December 2011)

Principal Management – P&G, Alaska Milk Corporation, Nestle Gerber, Kraft Foods Philippines, Kraft Foods International, Wrigley Philippines, Coca Cola Philippines. Assisting in the acquisition of new principals (P&G, Coca Cola) -- Route-to-Market, Computation for profitable distributor margins, Project roll out and go live.

Fort Bonifacio Events and Marketing Consultant (August 2007 – February 2008)

Development Corporation

Tenant and Locator Marketing and Merchandising Activities:

1. Beyonce Concert, My Chemical Romance Concert,
2. Sparks of Passion FBDC Christmas 2007
3. Website redesign and content development (www.fbdcorp.com)
4. Others: Liasing with Ayala Land Inc. for other corporate multi-mall events and activities
5. Corporate Sales

A+B Expedio Inc. Account Manager (May 2005 – January 2007)

Served as account manager for this Integrated Marketing Communications agency, handling above the line and below the line advertising Philippines, HP Philippines, American Standard, Nestle Philippines, P&G Philippines (Olay Philippine Launch, Ariel and Tide), Toyota Motors Philippines, and PLDT among others.)