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## MIRAFIOR G. BURGOS

SALES, MARKETING & OPERATIONS HEAD

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### CAREER SUMMARY

22 years of experienced in Sales, Marketing and Operations Management, equipped with solid experience in Financial Services Industry, Direct Selling Industry, Retail Marketing Industry, Ethical detailing, ensuring accurate assessment and achievement of industry standards and meet agreed KPIs.

### CONTACT INFO

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**A:** #305 Valenzuela St. Villa Ofelia-Caridad, Cabanatuan City, Nueva Ecija

### EDUCATION

PHINMA ARAULLO UNIVERSITY  
NUEVA ECIA

BACHELOR OF ARTS  
Major in Political Science  
(1994-1998) Graduate

COLLEGE OF COMMERCE (2<sup>nd</sup> course)  
Major in Accountancy  
(2000-2001)

## WORK EXPERIENCE

### **BRICOLAGE PHILIPPINES INC.**

BRANCH MANAGER CENTRAL AND NORTH LUZON

*FEBRUARY 2020 – OCTOBER 2020*

- Leads the Central and North Luzon (Region 3 and 1) for all branch sales and operations; team consists of four (4) Assistant Branch Managers who handles the 12 branches in the region.
- Ensures store operation follow standard including cleaning and stocking, all customer service initiatives are in place dealing with issues quickly and courteously, processing refund and exchange, resolving complaints, checking and ensuring daily sales and bank in correctly, petty cash in tally and usage ,monitor inventory level, recruit, train, discipline, challenge, motivate, encourage, provide constructive guidance to team of effective operations.
- Creates business strategies to attract new customer and expand store traffic, Arrangement and ensuring completion of preparation on stock take and lead stock take process.

### **PERSONAL COLLECTION DIRECT SELLING INC.**

REGIONAL BUSINESS OPERATIONS DIRECTOR (OIC)

*DECEMBER 2017 – MAY 2019*

- Leads the Central Luzon Group (Region 3 and Aurora Province) for all branch operations; team consists of three (3) Area Branch Operations Managers who handles the 27 branches in the region.
- Ensures operational excellence in stores across all functions - invoicing, collection efficiency, best warehousing practices, inventory management, store merchandising, sales monitoring, and dealer experience/customer service.
- Provides constructive feedback to all personnel under the Region that adheres to the set standards on company policies and procedures; checks that compliance across all levels are met on a daily basis

## OTHER RELEVANT SALES EXPERIENCES

- Training and Marketing Professional Inc. (2013-2016)  
Nestle Infant Nutrition Project  
District Manager
- Philippine American Life and General Insurance Inc.  
(2010-2012) Financial Services Consultant
- Digital Telecommunications Philippines Inc. (2009-2010)  
Key Account Manager

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OPERATIONS HEAD

- Philippine American Life and General Insurance Inc (2007-2009) Unit Manager
- Philippine American Life and General Insurance Inc. (2006-2007) Associate Unit Manager
- Philippine American Life and General Insurance Inc. (2003-2005) Licensed Field Underwriter
- Grolier Scholastic International (1998-2003) Provincial Sales Supervisor

**REFERENCES****NINIO F. MULATO**

Area Branch Development Manager  
Personal Collection Direct Selling Incorporate  
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**ROY MARVIN E. QUEJADA**

General Manager  
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