

BRENT JULIUS R. GAJUNERA

PROFESSIONAL AUTOMOTIVE TRAINER | AFTER-SALES SPECIALIST

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OBJECTIVE

To successfully partner with a globally-renowned company that is passionate about delivering World-class products and services, and supportive of individual and team growth.

CERTIFICATIONS

[NCII – Automotive Servicing - TESDA – Technical Education and Skills Development Authority]	February 2017
[Certified Classroom and Practical Driving Instructor – LTO – Land Transportation Office]	December 2016
[Bukit Batok Driving Center (Singapore) – Basic and Advanced Driving and Riding Instructor Course]	February 2016
[Ministry of Interior – Traffic Department (Qatar) – Certified Driving Education Trainer]	July 2019

PROFESSIONAL EXPERIENCE

MITSUBISHI MOTORS PHILIPPINES CORP.

No. 1 Autopark Avenue, Greenfield Automotive Park, Special Economic Zone, Santa Rosa, Laguna, 4026

SENIOR SALES TRAINER

June 2020 – Oct 2020 (Downsizing/Layoff)

Conducts training programs to Mitsubishi Sales executives of dealer network all over the Philippines and also keeping contribution to Marketing dept. needs in product development. ((MMC) Minor model changes, product improvements)

Skillssets:

- Basic Technical Training (Basic Engine, Powertrain, Chassis, Gasoline and Diesel) - Product Knowledge (Features, Specifications, Apple-to-apple comparo)
- Creates Memo / Bulletin to dealers for schedule of training.
- Coordinates / follow-up of confirmation.
- Coordinates with catering for attendee's meals for the entire Training period.
- Prepares Training Plan / Agenda
- Monitoring of Trainees training accomplishments / sending of certificates (Face-to-Face, Via Online)
- Reports to Immediate superior for Training status (Target vs Actual)
- Conducts certification for Sales Executives (Level 1 Accreditation)
- Instructional Design of new Modules.
- Support to other activities as needed.

Highlights:

Ongoing development and design of Top 10 Selling points for each model to assist the Marketing Dept. on strategies for digital marketing

KIA MOTORS PHILIPPINES – AC Motors

Main Office - BGC Corporate Center, Bonifacio Global City, Taguig City
 Training Center - LYL Industrial Complex, Carmona, Cavite

SENIOR NON-TECHNICAL TRAINER

Sept 2019 – Mar 2020

Develop and conducts Non-Technical Training programs to Service Advisors of the Service Departments in Kia Dealer network all over the Philippines.

Skillssets:

- Basic Technical Training (Basic Engine, Powertrain, Chassis, Gasoline and Diesel) - Product Knowledge (Features, Specifications, Competitors)
- New Model Car Features (Prior to Launching of new model, Service Advisors should already be equipped with knowledge.)
- Soft Skills Training (Behavioral, Customer Handling, Communication Skills)
- Creates Memo / Bulletin to dealers for schedule of training.
- Coordinates / follow-up of confirmation.
- Coordinates with catering for attendee's meals for the entire Training period.
- Prepares Training Plan / Agenda
- Monitoring of Trainees training accomplishments / sending of certificates (Face-to-Face, Via Online)
- Reports to Manager and Director for Training status (Target vs Actual)
- Facilitates Certification / assessment for accreditation (Service Advisor Leveling)
- Conducts certification for Certified, Expert, Master, Reception Head, Service Manager).
- Instructional Design of new Modules
- Support to Marketing for Media Test Reviews
- Support to other activities as needed.

Trainings Conducted to KIA Dealers:

- Customer Service Handling
- Service Operations and the KIA Service Process
- Role playing (KIA Service process)
- Communication Skills
- Basic Technical Knowledge (Gasoline & Diesel Engines, MT/AT Transmission, New Car Features, Steering, Suspension, Braking System, Chassis, Basic Electrical knowledge, Engine Management System)
- Personnel Grooming
- KIA Service Advisor Program and Accreditation

Highlights:

Restructuring of Accreditation process, timeline.

AL KHEBRA DRIVING ACADEMY

Mesaimeer, Doha, Qatar

April 2019 - Sept. 2019

DRIVING INSTRUCTOR

Responsible in conducting driving education and training to new drivers and experienced drivers to be able to assist and acquire Qatari Driver's License.

- Conducts 1-hour driving in light vehicles and discussing driving basics, traffic rules and regulations of Qatar.

SUZUKI PHILIPPINES, INC.

Progress Avenue, Carmelray Industrial Complex, Canlubang, Calamba City, Laguna, Philippines

PRODUCT MARKETING SPECIALIST

August 2017 – July 2018

Responsible for presenting Suzuki Motorcycle products in ways that will strengthen brand, create demand and boost sales. Develop and implement the most profitable plans to position, promote and make Suzuki products competitive both to internal and external markets.

Skillssets

- Planning and Organizing New Product launching events. (New Model Launching).
- Develop strategies and manage product marketing programs that drive demand for products.
- Manage cross functional implementation of the marketing activities to support the selling process of the products.
- Promotion of Brand

- Supervise and spearhead strategic product related activities with likes of new and re-opening of dealers , exhibits to contribute achievement for both sales and market share objectives
- Provide significant contribution and support to other sections of sales and marketing that will achieve business targets.
- Facilitates new car and new motorbike features to sales and service department.

Highlights:

- Successfully spearheaded and conducted nationwide motorcycle product training which involves training of sales, marketing and branch managers of dealers nationwide for promotion of Suzuki brand.
- Spearheaded the 2018 MIAS display and promotion of Suzuki High Displacement Leisure Bikes together in cooperation with the Suzuki Automobile Division.
- Support and assistance to the automobile division for launching new model (All new Ertiga, All new Vitara).
- Spearheaded the CAMPI Motorcycle of the Year product review and achieve overall award for the Suzuki GSX-R1000R as the Motorcycle of the Year for the Superbike category and the Raider R150 FI as the Motorcycle of the Year.
- Successfully materialized strategic promos for current line up of motorcycle products inline to manufacturers vision to increase sales and boost the demand of small displacement motorcycles that help consumers think motorcycle are fun and not dangerous.

HYUNDAI ASIA RESOURCES INC.

Bonifacio Global City, Taguig, Philippines

AFTER-SALES, NON-TECHNICAL TRAINING SPECIALIST

Sept 2016 – August 2017

Provides quality control and process enhancement training to dealer after-sales personnel not limited to service advisors, job controllers, warranty administrators, telemarketers and the likes in all Hyundai dealers nationwide it includes conducting skills gap analyses, preparing learning material and evaluating results after each training session. Work closely with dealer after-sales force to identify challenges they face on-the-job, recommend ways to increase productivity and also ensures dealer compliance to manufacturer's standards.

Skillsets:

- Provides training basic technical knowledge.
- New model car features to service advisors and sales.
- Competitive maintenance survey
- Increasing retail communication skills.
- Telephone appointment skills.
- Effective customer greeting tools.
- Pre-work order strategy and preparation.
- Pre-diagnosing skills.
- Vehicle pre-delivery check.
- Proper vehicle walk-around upon receiving up to releasing.
- Presenting maintenance menus.
- Customer profiling and handling skills for CSI.
- Proper vehicle turn-over techniques.
- Monitoring of trainings and performance results.
- Body Repair and Paint process and monitoring.
- Training Needs Analysis
- Support road side assistance programs of dealerships.
- Quality assurance in compliance with Hyundai Motor Company's standards

Highlights:

- Updated and enhanced training materials and provided additional training methods to suit the learning capabilities of the participants.
- One of the three trainers who intensively trained the Service Advisors who will compete on the 3rd World Skills Olympics (WSO) that was held in Hyundai Motor Company in Seoul, South Korea last August 2017.
- Eagle-eyed (Keen to details) when it comes to non-compliance vs. standards.
- Completion of Customer service training in a nationwide scope in such a short span of time.

Trainings Conducted to Hyundai Dealers:

- Customer Service Management
- Customer Profiling
- Service Operations
- Customer Retention Strategies

- Customer Handling
- Customer Loyalty
- Hyundai Foundation and History
- Communication Skills
- Basic Technical Knowledge (Gasoline & Diesel Engines, MT/AT Transmission, New Car Features, Steering, Suspension, Braking System, Chassis, Basic Electrical knowledge, Engine Management System)
- Telephone Etiquette
- Personnel Grooming
- Dealer Customer Satisfaction Index
- Hyundai Service Advisor Program

HONDA PHILIPPINES INC. – HONDA SAFETY DRIVING CENTER

East Service Road, Paranaque city, Philippines

Sept 2014 – Sept 2016

SAFETY DRIVING AND RIDING INSTRUCTOR

To provide an innovative, effective and efficient Road Safety Education and Training Service at all times carrying out the duties and responsibilities in compliance with the Country's Traffic Rules and Regulations Policies. Conducts safety driving seminars nationwide, Driving and Riding training to suit both beginner level to advanced levels.

Skillssets:

- Assessment of compliance to country's driving requirements for student riders and drivers
- Conducts Defensive Driving courses for both Motorcycle, Motor-Car and Heavy Vehicle
- Provides individuals who want to re-learn driving with safety techniques as focal point.
- Basic safety driving / riding course to develop safety mindset and driving proficiency that are relevant in today's road and traffic conditions.
- Conducts certification programs to validate the safety aptitude, driving knowledge and skills of the participant for both Motorcycle, Motor-car and Heavy Vehicles not limited to Lorries, Trailers, Tractor head, Double I-Beam front suspension type.
- Conducts Fleet safety driving / riding for companies with "Fleet" that is designed to equip essential classroom knowledge and practical techniques on efficiency and proper risk management.
- Teen-Smart program developed specifically for pre-licensing (ages 14-16 years old) for their preparation as responsible drivers in the future
- Ayatori, which is Honda's campaign for road safety and welfare which geared towards the promotion of safety and environmental awareness among school children (ages 7-12 years old) as contribution to values formation of the group.
- Support to Corporate Social Responsibilities and conducts safety talks and training courses to communities, schools and universities as part of promotion to road safety.
- Generates reports after Training
- Training needs analysis

Highlights:

- Successfully develop the Defensive Driving Course II specially intended for advanced awareness and techniques for drivers
- Positive customer feedbacks and commendation in facilitating courses and hands-on training.
- Candidate for Safety Instructors competition in Japan (4W segment)

PUBLICATIONS AND PAPERS

Road Safety in Sorsogon

Honda Safety Driving Promotions and News Updates

Author - Honda Wings – Company Newspaper

2015

Defensive Driving Training Awareness Program for Lorry Drivers

Honda Safety Driving Center – Safety Tips and Awareness

Author - Honda Wings – Company Newspaper

2015

LANGUAGES

English – Professional Level

Tagalog – Native Tongue

Visayan - Native Tongue

MEMBERSHIPS

AAP – Automotive Association of the Philippines – Member

EDUCATION

University of Perpetual Help – Binan

Tertiary Education

National Hi-way, Sto. Niño,, Biñan, Laguna, Philippines

Bachelor of Science in Respiratory Therapy

2009-2013

Casa Del Nino Science High School

Secondary Education

Pacita Complex 2, San Pedro, Laguna, 4023, Philippines

1999-2002

Casa Del Nino Montessori School

Primary Education]

17th St., Pacita Complex 1, San Pedro, Laguna, 4023, Philippines

1994-1999

I hereby certify all information are true and correct to the best of my knowledge I understand that a false statement may disqualify me for the benefits. I understand that in so doing such records will be discussed during one or more meetings and will become public record.

Brent Julius R. Gajunera