

## MICHAEL REY ANGELO REYES MENDOZA

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### WORK EXPERIENCE

#### Entrepreneurial Experience

- **Kiddie Closet Philippines (Online Store):** Co-Founder/Marketing & Sales (June 2019 – Present)
  - Curating deals and pricing of all items across all platforms to ensure profitability and sales which led to a **15% growth** in sales vs target for the first year
- **Philippine Retail Formulas (Online Business Enabler):** Consultant (July 2020 – Present)
  - Aided multiple brands **grow more than 100%** vs previous year
  - Closed a deal with the Singaporean Embassy to be 1 of 5 online enablers to aid Small to Medium Singaporean Businesses set up here in the Philippines
- **Integrated Mobilizers Industries Properties:** Sales and Marketing (March 2020 – Present)
- **Pacific Breeders Corporation Farm (Pig Farm):** Farm Manager in Training (April 2019 – Present)
  - Implemented biosecurity protocols internally and externally while ensuring these rules are followed by all 80 people employed in the farm which was **able to protect the farm against the African Swine Fever (ASF) to date**
- **Integrated Mobilizers Industries Farms (Pig Farm):** General Manager in Training (April 2019 – March 2020)
  - Generated an audit sheet which cross-checks actual weight vs selling weight vs cash deposited by the customer which sped up the process to 1 week
  - Created another sales channel for the company distributing to retail amidst the ongoing African Swine Fever pandemic which increased the **sell-out by 50%**

#### **Sanofi - Aventis:** Key Account Manager - Lactacyd (May 2018 – April 2019)

- Attained volume growth of **+8** vs LY for total the district despite total group being loaded through sell-in activities in the previous year
- Cleaned Accounts Payables to no balances balances from 2014 up to April 2019
- Spearheaded the online business of Sanofi starting with Lazada

#### **Lazada Philippines Inc:** Senior Brand Key Account Manager (February 2018 – May 2018)

- **Led the acquisition** of the following brands to work with Lazada online for television: Philips, Sharp, Toshiba, Xiaomi, Coocaa
- **Top 3 performers** for the total Commercial Department for Fiscal Year (Apr – Mar) 2017 – 2018
- Awarded **Top 5 Sales Contributors** among all account managers for the Lazada Birthday Sale 2018

#### **Lazada Philippines Inc:** Senior Vendor Manager (March 2017 – January 2018)

- Posted a total group growth of **+83%** in sales value and **+48%** in sales volume

#### **Asia Brewery Heineken Philippines:** Territory Executive (November 2016 – March 2017)

**Fonterra Brands Philippines:** Key Accounts Executive (May 2016 – September 2016)

- Puregold growth by **+25%** vs LY due to on shelf availability improvement, multiple programs focusing on Anlene
- Increased delivery frequency from 2x a month to 4x a month which resulted to improved On Shelf Availability for all products (92% to **97%**)

**Coca-Cola FEMSA:** Key Accounts Home Market Retail Specialist (August 2015 – April 2016)

- Manages the operational requirements Top Key Accounts: Puregold, S&R Kareila, S&R Food Service, Lawson, Suy Sing, Super 8, Retail Systems Inc., Mightee Mart, Ayagold Retailers Inc., Shoppersville, CVC Supermarkets, Circle K, and Easy Day
- Successful negotiation of Powerade across all Puregold outlets
- Grew the sparkling category by **52%** versus LY by establishing the right category mix and improving service level performance
- Implemented the first internal service level agreement among different delivery locations
  - Increased service level from 46.2% to 70.6% (**+24.6%**) on On Time and In Full

**Coca-Cola FEMSA:** Key Accounts On Premise Specialist (January 2014 – July 2015)

- Manages International and National Key Accounts exclusivity contracts: Ayala, Araneta Group Inc., Gerry's Grill, Wendy's, Subway Philippines, Sodexo, and Global Restaurants Concept Inc.
- Spearheaded the acquisition of Wingstop PH with a **10% savings** versus budget
- Renewed the exclusivity with Araneta Group Inc. for another 5 years and was able **to increase savings by 30%** versus the previous contract
- Exceeded the Net Sales Revenue targets for 2015 by **+35%** versus Business Plan and Gross Profit targets by **+38%** versus Business Plan through a more profitable category mix
- Grew Ready-to-Drink Stills and Water Categories by **+35%** and **+17%** respectively
- Improved Service Level: Case Fill Rate by **+17%** from 71.6% to 88.7% and the On Time and In Full Deliveries by **+23%** from 52.8% to 75.8% versus Previous Year

**Republic Flour Mills (RFM):** Brand Assistant for Fiesta Spaghetti Sauce (July 2013 – January 2014)

- Implemented nationwide sampling and push girl activities through top supermarkets/groceries per region and attained **+187%** trial achievement and **+713%** versus off take targets
- Launched *Spartyghetti* Promo Pack with Kraft Eden Cheese and 3 Cheese Spaghetti Sauce
- Was able to achieve highest market share for Fiesta Spaghetti Sauce to **7.9%** from 5.2% and was able to grow the business by **+68%** vs Previous Year

**Republic Flour Mills (RFM):** Marketing Trainee for Fiesta Spaghetti Sauce (February 2012 – June 2013)

- Launched a promo pack: *Spartyghetti V3* (Spaghetti 1kg + 400g Elbow Macaroni + Sweet Blend Sauce 1kg) which was able to generate an additional **5.6%** to the volume targets

**EDUCATION**

2007 – 2011	DE LA SALLE UNIVERSITY – MANILA Bachelor of Science Degree in Commerce, Major in Marketing Management, October, 2011
2003 – 2007	ATENEO DE MANILA HIGH SCHOOL High School Diploma, April 2007

**SEMINARS ATTENDED**

**Key Accounts University** of Coca-Cola FEMSA by **Mansmith and Fielders, Inc.** (July '14 – Feb '16)

Financial Acumen

Key Account Management

Business Writing

Handling Objections

Persuasive Presentation

Strategic Account Planning

**REFERENCE**

Available upon request.