

Zachary Beaniza

Business Development Manager

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Date of birth 1983-08-07



Business Development Manager with more than 6 years experience in Integrated Resorts. I can offer my knowledge in developing programs, creating SOPs, leading a department and having a network of premium players. Also worked in the Hotel Environment as a front line duty manager.

Experience

2020-04 - present

Business Development Manager

Marina Square Properties Inc., Business Developments

- Assigned to special projects specifically in preparation for "post-covid" operations to ensure safety measures and protocols are met

2014-05 - 2020-03

Manager - Business Development

City of Dreams Manila, Casino Marketing

Responsibilities

- Liaised with all departments concerned to implement the Loyalty Program
- Presentation of Loyalty Program to internal departments and third party merchants
- Created the Welcome Rewards concept paper
- Developed the Redemption Program
- Facilitated pre-opening training of Players Club operations
- Created SOPs in Players Club operations and Business Development services
- Developed another tier in the loyalty program for top premium players
- Created benefits and privileges for the top tier loyalty program
- Updated Casino Marketing training module

Achievement

2017 Presidential Award Semi Finalist

2012-02 - 2014-05

Sales Representative

Eli Lilly Philippines, Sales

Responsibilities

- Daily client calls (Doctors)
- Executed marketing activities such as peer to peer meetings, round table discussions, product presentations
- Weekly tracking of product availability

Achievements

2012 +100% Total Product Performance (Sales)

2013 +100% Total Product Performance (Sales)

2011-09 - 2012-02

Assistant Manager

Intercontinental Hotel Manila, Executive Office

Responsibilities

- Facilitated daily briefings for hotel operations
- Handled Customer Complaints
- Organized front office operations
- Run the Night Audit

2010-02 - 2011-05

Membership Services Manager

Resorts World Manila, Membership

Responsibilities

- Manage counter operations daily
- Handle Customer Complaints
- Plotting of schedule of the department
- Created programs for members i.e. Member Get Member
- Came up with promos for members i.e. Morning Happy Hour

2009-05 - 2010-02

Guest Services Manager

Dusit Thani Manila, Front Office

Responsibilities

- Manage counter operations daily
- Handle Customer Complaints
- Facilitated customer complaint handling training for Front Office staff
- Organized check in of lay overs, groups, and bulk arrivals

2007-08 - 2009-05

Night Manager

Discovery Suites, Front Office

Responsibilities

- Manage counter operations daily
- Handle Customer Complaints
- Plotting of schedule of the department
- Run the Night Audit

2006-12 - 2007-08

Guest Services Associate

Discovery Suites, Front Office

Responsibilities

- Facilitated check-in and check-out of guests
- Handle guest complaints
- Sell on going promos
- Sell room upgrades

Education

2020-03

e-Cornell (Cornell University)

Certificate - Services Marketing Planning and Management

2001-06 - 2006-04

University of Santo Tomas

BS - Hotel and Restaurant Management

Skills

Leadership - Gains commitment of others, adopting a suitable approach and style for different people on the team



Sales and Marketing - Results Oriented



Customer Service - 10 years experience in hospitality industry



Customer Complaint Handling



Time Management



