



## Arlyn P. Tan

#11 National Highway, Lingsat  
City of San Fernando, La Union  
Philippines

Phone: (072) 603 1088 • Mobile: 09958004718

Email address: rhlynntan@gmail.com

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### OBJECTIVE

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- To apply for a position commensurate to my qualifications, work experience and background.

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### EXPERIENCES

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#### **Poro Point Management Corporation- Corporate Planning Officer**

Poro, City of San Fernando, La Union

2014- present

- Implements corporate planning efforts in the Poro Point Freeport Zone;
- Coordinates and prepares for all corporate planning activities;
- Monitors the accomplishment of corporate plans and programs;
- Prepares/Consolidates all corporate reports to BCDA and other outside agencies;
- Assists in the conduct of research and studies on possible business opportunities in the PPFZ;
- Prepares corporate Annual Report; and
- Performs other official functions that may be assigned.

#### **Poro Point Management Corporation- Marketing Assistant**

Poro, City of San Fernando, La Union

2013-2014

- Conducts research and studies on possible business opportunities in the PPFZ;
- Implements promotion and marketing strategies;
- Attends to the needs of prospective investors and locators;
- Prepares promotional and marketing collaterals;
- Maintains a registry of all investment and investment inquiries; and
- Performs other functions that may be assigned.

#### **Poro Point Management Corporation- Executive Secretary**

Poro, City of San Fernando, La Union

2011- 2012

- Receives all call, correspondences and visitors of the President & CEO;
- Analyzes, reviews and forwards all reports, correspondences and directives addressed to/through the President & CEO;

- Provides updates and executive briefs;
- Writes communications for the President & CEO;
- Prepares agenda for meetings;
- Prepares minutes of meetings (i.e. weekly meetings, other special meetings) and distributes minutes to concerned staff;
- Coordinates and disseminates information to Exec. Vice President, Vice Presidents and staff regarding meetings, concerns, etc.;
- Maintains records system for the Office of the President; and
- Performs other official functions that may be assigned.

**Arly Trading and Construction Supply- Marketing Consultant**

Lingsat, City of San Fernando, La Union

2011- present

- Responsible for studying company profile and operations to understand its marketing needs;
- Conducting marketing research to identify industry trends and commercial opportunities;
- Developing and implementing a marketing strategy according to objectives and budget; and
- Performs other official functions that may be assigned.

**Poro Point Management Corporation- Corporate Planning and Business Development Staff**

Poro, City of San Fernando, La Union

2009-2011

- Implements corporate planning efforts in the Poro Point Freeport Zone;
- Coordinates and prepares for all corporate planning activities;
- Monitors the accomplishment of corporate plans and programs;
- Prepares/Consolidates all corporate reports to BCDA and other outside agencies;
- Assists in the conduct of research and studies on possible business opportunities in the PPFZ;
- Prepares corporate Annual Report;
- Assists in implementing promotion and marketing strategies;
- Attends to the needs of prospective investors and locators;
- Assists in the preparation of promotional and marketing collaterals;
- Maintains records/documents of the Office for Business Development; and
- Performs other official functions that may be assigned.

**Arly Trading and Construction Supply – Assistant Manager**

Lingsat, City of San Fernando, La Union

2005 -2009

- Supervises freight in – out of stocks.
- Monitor daily sales.
- Deals with customers.

### **Max's Restaurant – Supervisor**

Pagdalagan, City of San Fernando, La Union  
2002-2005

- Daily opening and closing duties.
- Monitors daily routine of crew and crew chiefs.
- Checks stocks.
- Assist the Manager in handling customer complaints.
- In charge of marketing strategies in organizing events such as baptismal, wedding, birthdays, etc.

### **DPWH (Department of Public Works & Highways) City of San Fernando, La Union**

- Canvass prices of Construction Materials

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### **SKILLS**

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#### **Core Strengths:**

- .....Competitive Market Analysis
- .....Strategic Planning Skills
- .....Relationship Building
- .....Business Development
- .....Direct Sales and Agency-based
- .....Advertising, Sales Promotion and Public Relations
- .....Management and Development
- .....Team Building

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### **SCHOLASTIC RECORD**

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Elementary Education (1988 – 1994)

CHRIST THE KING COLLEGE  
PHILIPPINES

City of San Fernando, La Union

Secondary/High School Education (1994 – 1998)

CHRIST THE KING COLLEGE  
PHILIPPINES

City of San Fernando, La Union,

University Degree (1998-2005)

SAINT LOUIS COLLEGE  
PHILIPPINES

City of San Fernando, La Union,

**Bachelor of Science in Commerce – Major in Banking and Finance, and  
Marketing**

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**PERSONAL DATA**

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Age: 40 years old  
Gender: Female  
Civil Status: Single Mother  
Date of Birth: April 24, 1981  
Place of Birth: Baguio City, Philippines  
Nationality: Filipino  
Religious Affiliation: Roman Catholic  
Languages/Dialect Spoken: English, Tagalog, Ilocano, Fukien

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**REFERENCES**

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**Mr. Lester L. Macagaling***Air Traffic Management officer II*

San Fernando Airport

City of San Fernando, La Union

Phone No: 09177225944

**Ms. Sandrine Gempes***SPED Teacher*

City of San Fernando, La Union

Phone No: 09065953583