



KRISTINA BIANCA D. SANTILLAN

MAIN OBJECTIVE

To be part of a Challenging environment that could enhance learning and career advancement for the benefit of a common goal and maximize the full potential to achieve and meet the utmost level of high quality standard of the company's goal and objectives

ACCOMPLISHMENTS

- Self-motivated, highly organized and a team player with a high sense of responsibility.
 - Productive worker with solid work ethic who exerts optimal effort in successfully completing tasks
 - Highly motivated self-starter who takes initiative with minimal supervision.
 - Willing to take new challenges
 - Highly capable of handling and managing multiple projects
 - Determined and Hardworking
- COMMUNICATION**
- Fluent in oral and written English.
- SYSTEM ABILITIES**
- Comprehensive Internet Research.
 - Excellent in Microsoft Office Applications(Word, Excel, and PowerPoint).

Contact Details

1835 Avida Prime Taft Pasay City,
Tower 1
Cell: 09569057915
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WORK EXPERIENCE

Marketing Supervisor

Nippon Premium Bakery | Dec-2020- Present

- Handles store layouts
- Coordinate with different suppliers for marketing collats, Shelf Strips, etc
- Plans marketing promotions, events and partnerships
- Helped the brand manager for different marketing initiatives/Campaigns
- Manage store inventory/Tracks inventory
- Handles e-commerce platform interpret sales to improve figures and customer engagement
- Assist in Marketing Budget
- Handles Digital platforms
- Handles Website design/content

Marketing Officer

SM LIFESTYLE ENTERTAINMENT INC- CINEMA (December 2018 – October 2020)

- Brand awareness improvement
- Overall marketing and branding
- Marketing strategies and activities related to brand
- Marketing partnership creation with corporate accounts
- Handles different film production house in the Philippines to execute marketing promos, programs/event activation for SMCinema.
- In charge for marketing collateral's, Suppliers.
- Digital platforms, PR Marketing, OOH Ads

Sales & Marketing Assistant

RUSTAN MARKETING CORP- PERSONAL CARE & COSMETICS (November 2017 - December 2018)

- Makes monthly product sales report.
- Handles Cosmetic and Hair Tools Products.
- Manage consignment, outright accounts of the brands.
- Attends and prepare pre-event setup of selling events.
- Manage product inventory.
- Handle PR marketing, E-commerce platform, Trade marketing.
- Digital platforms

ON-THE-JOB -TRAINING

Philippine Airlines- Treasury Department- Credit and Collection (June 2017- October 2017)

- Treasury Department (Credit and Collection)
- Manage government billing accounts.- Assist payment collections from agencies.
- File documents.
- Assists Account Executives with sales duties

EDUCATIONAL HISTORY

NATIONAL UNIVERSITY

Bachelor of Science in Business Administration Major in Marketing Management- 2017

PERSONAL DATA

Date of Birth: November 23 1996

Place of Birth: Abu Dhabi, UAE

Age: 24

Height: 5'4

Civil Status: Single

Citizenship: Filipino

Religion: Roman Catholic

CHARACTER REFERENCES

Prof. Arlene San Pablo, MBA

Associate Professor, National University-Philippines
(0939) 934 0531

Ralph Cruz

Marketing Manager- SM Lifestyle Entertainment Inc
09176285115

Gjianne Husmalaga

Digital Marketing Manager- Ayala Land Hotels and
Resorts Corp.
09776076928