

Annajanin Bonquin

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Pasig City, Metro Manila Philippines 1607

PROFESSIONAL SUMMARY

A competitive Sales and Marketing professional with 7+ years experience in building relationships with clients and business partners. Consistently meet sales goals with proven track record of satisfied local and overseas clients. Seeking an opportunity that will further improve my skills in digital marketing, event planning, project management and execution.

WORK EXPERIENCE

Assistant Marketing Manager

May 2017 - July 2020

Promode Design and Marketing Pte. Ltd • Singapore

- Liaised with various marketing heads from different industries, advertising agencies and media planners.
- Collaborated with overseas clients, suppliers/vendors and event organizers.
- On-site inspections and overseeing clients' events, trade shows and exhibitions.
- Implemented marketing newsletters and campaigns using Mailchimp, Constant Contact and Canva.
- Assisted in designing and developing company's website using basic code language.
- Provided support in planning, developing and delivering marketing and promotional materials.
- Ensured the information of all the products such as pricing, SKU, inventory, design, etc. are up to date and available for purchase.

Marketing Manager

Oct 2016 - Feb 2017

JVC Hengun Advertising, Inc. • Philippines

- Performed cold calling and networking to source potential clients.
- Worked diligently to negotiate the rates with media and advertising sales companies to obtain most competitive prices.
- Trained employees about the sales processes and proper etiquette of meeting clients.
- Processed all correspondence and paperwork related to accounts such as contracts, purchase orders and receipts.

Corporate Sales Executive

Apr 2016 - Aug 2016

88 Prestige Brands, Inc. • Philippines

- Assisted the clients with their inquiries through client meetings, phone calls or emails.
- Negotiated the costs and product development with buyers and managers.
- Represented the company at trade exhibition and events to promote products and expand network of contacts.
- Maintained comprehensive knowledge of products and services.
- Created accurate cost calculations and provided customers with quotations.

Account Management Officer

Apr 2013 - Feb 2016

Asiaworld Advertising, Inc. • Philippines

- Sold Out-Of-Home advertising spots and local television commercials to creative agencies and private companies.
- Served as point of contact for all the projects and accounts from industries in retail, real estate, FMCGs, shopping malls and entertainment.
- Contributed marketing and business strategies and ideas to the company.
- Participated in sales presentations and creative pitches.
- Promptly resolved all customer requests, questions and complaints.
- Liaised with media agencies to coordinate media bookings and advertising material for designated projects.
- Exceeded the company's monthly and yearly KPI resulted in several management awards.

EDUCATION

Bachelor of Science in Business Administration major in Human Resource Development Management

San Beda College - Manila • Mendiola, Manila Philippines

SKILLS

- MailChimp and Constant Contact
- Canva
- G Suite
- Microsoft Office Suite
- Customer-oriented
- Event management
- Outdoor advertising
- Account Management
- Marketing and Sales operations
- High level of negotiations skills

CERTIFICATIONS

- **Basics of Marketing Analytics** • Darden School of Business, University of Virginia
- **The Fundamentals of Digital Marketing** • Google Digital Unlocked, March 2021
- **Business-to-Business Sales** • LinkedIn Learning Course, August 2020
- **Sales Negotiation** • LinkedIn Learning Course, August 2020
- **Advertising on YouTube** • LinkedIn Learning Course, August 2020
- **Marketing Tools - Digital Marketing** • LinkedIn Learning Course, July 2020
- **Email and Newsletter Marketing Foundations** • LinkedIn Learning Course, July 2020
- **Content Marketing for Social Media** • LinkedIn Learning Course, July 2020
- **Social Media Marketing Trends** • LinkedIn Learning Course, July 2020
- **Marketing & Advertising on Facebook** • LinkedIn Learning Course, July 2020
- **Marketing & Advertising on Instagram** • LinkedIn Learning Course, July 2020
- **Marketing Foundations** • LinkedIn Learning Course, July 2020
- **Certificate for Professional Sales Techniques** • AWAI, 2013