

PATRICIA N. DELOS REYES

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PROFESSIONAL EXAMINATION TAKEN

Civil Service Professional Examination

Taken: Manila
Date: October 23, 2016
PASSED

EDUCATION with SCHOLARSHIP

Bachelor of Science in Commerce Major in Marketing & Advertising

Department of Commerce
ASIA PACIFIC COLLEGE
Magallanes, Makati City
May 2002 to May 2006

JOB OBJECTIVE

To add value to an organization that will offer challenges and learning, develop my knowledge and skills and be a factor to its growth and sustainability.

PROFESSIONAL EXPERIENCE

*** AS White Global**

16th floor, Bonifacio Stopover Corporate Center 31st St, corner 2nd Ave, Taguig, 1634 Metro Manila

Marketing Database Administrator

- *Research and organize datasets as per the instructions provided
- *Enter data from data sources provided into consistent spreadsheets
- *The cleaning and addition of existing data to ensure consistency across databases
- *Update Mailchimp (accounting firms) and Zoho (suppliers) contacts lists with new and revised contact information
- *Manage sales pipeline (deals) in Zoho CRM platform
- *Assist in developing supplier contact list and accounting firm contact list.
- *Manage social media accounts: Facebook and LinkedIn posts – weekly additions as per Buffer platform
- *Website articles – uploading new articles as provided in Wordpress
- *Preparing monthly reports for distribution
- *Manage directory listings in Wordpress.
- *Provide monthly reports eBulletin Statistics via Google Analytics and Mailchimp
- *eBulletin proof reading - check that all hyperlinks working, the articles formatted correctly, the spelling in the ebulletin and articles correct,

and author profile clear. Note all the corrections needed to be done for the ebulletin.

*Perform any Ad hoc administrative tasks as needed.

*** KMC Solutions Inc. – Momentum Media**

11th Floor, SM Aura Office Tower,
McKinley Parkway, Bonifacio Global City, Taguig.

Data Entry Administrator

September 1, 2016 – present

*Research and organize datasets as per the instructions provided

*Enter data from data sources provided into consistent spreadsheets

*Utilize Excel and Google Docs formulas to speed up data cleaning and enrichment process

*Use data scraping tools to mine data from various sources

*The cleaning and addition of existing data to ensure consistency across databases

*Maintain contact lists. Review and look for gaps with data

*Work with additional reporting tasks

*Use a consistent approach to data entry, following best practice naming/labelling conventions

*Perform any Ad hoc administrative tasks as needed.

* Use Sales Navigator platform to search and engage target audience.

Help increase sales leads.

*Manage social media accounts

*** REED ELSEVIER – LEXIS NEXIS**

UP Ayala Technohub

L2 Building H , Commonwealth Avenue,
U.P. Campus , University of the Philippines

Marketing Database Analyst AU & NZ- Project based

August 11, 2014 to May 15, 2016 (end of project)

* Data Cleansing using NetSuite: Verify, validate, and update contacts, leads and accounts so that database is clean and up to date.

* Assist in marketing segmentation so that contacts or leads are properly segmented.

* Remove duplicate contacts or companies as needed.

* Process account creation for new leads

* Assess data requirements to develop and manage accurate lists for marketing campaigns and other stakeholders such as Sales.

* Extract and manipulate customer data using NetSuite for marketing campaigns and initiatives as well as other business systems were appropriate.

* Keeping an excellent rapport with peers in the CRM team to ensure data quality is excellent

* Adherence to DBM Policy & Guidelines to ensure data integrity.

*** CENTURY PROPERTIES GROUP, INC.**

Pacific Star Building, Makati Avenue
Corner Gil Puyat Avenue, Makati City

Collections Specialist

August 2013 to August 2014

- Monitors status of payments of all accounts especially delinquent.
- Prepare recommendations on decision for delinquent accounts.
- Process Notarial cancellation for delinquent and non-moving accounts.
- Coordinates with tied-up banks for check warehousing status.
- Updates and maintains Statement of Accounts for each unit.
- Prepares Monthly Collection Report and Projection Report.
- Prepares Certificate of payments.

*** INTERCONTINENTAL HOTELS GROUP**

29th floor, Tower 2, RCBC Plaza, Ayala Ave. corner Gil Puyat Ave., Makati City

Revenue Management Specialist

July 2010 to March 2011

- Provides extensive and immediate support by generating and analyzing hotel data and reports.
- Provides support to the Revenue Management for Hire Revenue Managers in the following areas:
 - Data gathering of hotel statistics
 - Research and analysis of statistical data from hotels
 - Spotting of errors & trends on critical figures & information of the reports
 - Reporting of data and recommendations to Revenue Management for Hire Atlanta, USA team
 - Accomplish ad hoc projects as requested by Revenue Managers

**Account Representative – Group Bookings & Events Space
(Managed Business Services & Support)**

March 2007 – July 2010

- Acts as a liaison between the guest and hotel generating new business opportunities.

- Represents the hotels group by handling incoming calls, emails, and meeting business opportunities for all brands within the Intercontinental Hotels Group.
- Coordinates all aspects of reservations by serving as the primary point of contact and resource to resolve service concerns and make decisions in relation to the request.
- Efficiently process request for proposals via the e-meetings.com website.
- Actively gathers necessary specifications for Intercontinental Hotels Group to make a bid decision.
- Promptly forwards the new group lead to the identified hotel/s for review and opportunity bid.
- Maintains a consistent high quality customer-focused orientation.
- Performs a variety of administrative support duties as assigned.

HYUNDAI CORPORATION

5th floor, Kings Court Bldg 2, Pasong Tamo St., Makati City

Sales Assistant

- Involve in Marketing Research such as review of current market scenarios.
- Assists in determining effective marketing strategies.
- Source for prospective clients and opportunities.
- Communicates possible business to the prospective clients.
- Conducts telemarketing campaign on client's response to proposal.
- Follows up client response to the company's proposal.
- Accomplish reports on business conferences and seminars.

LEARNING & DEVELOPMENT

- **Organization Development – Introduction Course**
September to October 2010
MindHead, Inc., Makati City
- **Coaching 101: Counselling Seminar**

May 8, 2010. UP Film Institute

- **Financial Management Seminar / Till Debt Do Us Part**
March 20, 2010, Gateway Suites, Araneta Center, Cubao, Q.C.
- **Effective Communication Seminar**
February 11, 2010, Gateway Suites, Araneta Center, Cubao, Q.C.
- **6th Annual Marketing Students' Seminar**
March 2, 2004, Manila Hotel
- **Entrepreneurship Seminar**
December 2003, Asia Pacific College
- **IBM E-Business**
March 2003, Asia Pacific College
- **Galing Filipino Seminar**
January 2003, Asia Pacific College

OTHER INTEREST

- **Dancing-Hip-hop, Biking, Beauty & Fashion**
- **Ushering Ministry- Victory Christian Fellowship**

CHARACTER REFERENCES

ANDREW CHAN

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