



RAYMUND O. KHOSIKING M.B.A.

2 Kennedy St., North Greenhills, San Juan, Metro Manila, Philippines.
+63917-868-2805 | rkhosiking@gmail.com

CAREER PROFILE

Results driven Executive with eighteen (18) years' experience in Business Development, Sales & Marketing Management, Operations Management, Human Resource Management, Training, Photography and Graphic Design. My entrepreneurial spirit and natural leadership skills have allowed me to achieve career growth and a talent for transitioning strategy into action and achievement. Looking to utilize my background in business development management, operations management and human resource management with a respected organization that rewards hard work, creativity, and innovation.

PROFESSIONAL CAREER & KEY ACCOMPLISHMENTS

ORO E DIAMANTI TRADING CORPORATION

Oro E Diamanti Trading Corporation is engaged in the importation, distribution and retail of consumer goods. It specializes in Italian Diamond & Gold Jewellery and has retail stores in Uptown Mall BGC and Century City Mall Makati.

MANAGING DIRECTOR

August 2013 – March 2020 (6 years & 8 months)

- Areas of responsibility include: Sales, Marketing, Operations, and People Management.
- Accomplished Human Resource objectives by recruiting, training, counseling, appraising and disciplining employees. Developed and implemented the Company Employee Manual, Retail Sales Training Manual, Retail & Manufacturing Service Blueprint and Sales Commission Scheme.
- Achieved operational objectives by developing action plans; implemented and maintained customer service and production standards, accomplished system audits and provided improvements. Led the design, construction and maintenance of the two retail stores and two workshops.
- Accomplished Sales and Marketing objectives by planning, developing, implementing and evaluating advertising and merchandising promotion programs. Improved product marketability and profitability by researching, identifying and capitalizing on market opportunities; defining the market, competitor's share, competitor's strengths and weaknesses; forecasted projected business. Led the creation and production of online and offline marketing collaterals, press releases, exhibition materials and visual merchandising collaterals of the retail stores.

RESOURCENTRAL BUSINESS CONSULTANCY SERVICES

Resourcentral Business Consultancy Services is a Philippine-based business consultancy firm that specializes in Recruitment Process Outsourcing (RPO) in Metro Manila.

GENERAL MANAGER

July 2014 – September 2016 (2 years & 3 months)

- Directed and managed the whole Recruitment Process Outsourcing cycle of its Clients.
- Supervised the Human Resource / Operations Consultancy activities of the Company which include: Assessment and Selection, Change Management, Coaching and Mentoring, Competency Frameworks, Customer Excellence, Employee Contracts, Employee Handbook Development, Employee Satisfaction, Executive Search and Selection, Human Resource Audit, Job Evaluation, Leadership Development, Performance Management, Restructuring (Redundancies), Skills Development, Talent Management and Teambuilding.

AGRI PHIL CORPORATION

AGRI PHIL CORPORATION (AGRI) is the retail arm of Calata Corporation. AGRI is a one-stop-shop of agricultural input products. It operates 114 agricultural supply retail stores and 4 hubs spread across 16 provinces in the Philippines (Region I, II, III, and IV-A).

GENERAL MANAGER***March 2012 to August 2013 (1 year & 6 months)***

- Provided leadership and vision to the organization by assisting the Board of Directors and employees with the development of long range and annual plans.
- Developed and leveraged internal and external partnerships to maximize the achievement of business goals; engaged key stakeholders in the development, execution and evaluation of business plans and initiatives.
- Led the employees by providing clarity of vision; prioritized resources; facilitated alignment of the team, set high expectations; inspired commitment; encouraged mutual support and enabled development opportunities.
- Developed and implemented profitable growth strategies for each region and delivered increased market share by managing financial performance; assessing economic factors, demographic trends and competitive strategy.
- Implemented and modeled customer service standards across each region by ensuring unbeatable excellence in store standards; understood the unique needs of customers per region; ensured enhanced customer experience; created an environment for all regional markets to set excellent customer service expectations that are aligned with customer needs, expectations and company goals.

Key Accomplishments:

- Developed and implemented a Strategic Management plan and Restructuring program for the company.
- Developed and implemented the Retail Operations Manual which is composed of six (6) modules: Company Background, Rules & Regulations, Training Program, Retail Operations, Internal Controls & Emergency Action Plan and the Training Manual & Video which is composed of five (5) modules: Agro-chemicals, Feeds, Fertilizer, Seeds & Veterinary Medicine.
- Developed and launched fifteen (15) in-house branded agro-chemicals.
- Developed twelve (12) in-house branded Veterinary Medicines under the Heisenberg brand.
- Developed the product knowledge exams which are composed of five (5) categories: Agro-chemicals, Feeds, Fertilizer, Seeds & Veterinary medicine.
- Developed the AGRI Product Knowledge Portal (web based) which is composed of three (3) categories: Insects, Weeds & Diseases in Philippine Crops.
- Developed the combined Market Profile & Crop Calendar for each of the 114 branches.
- Developed and implemented Inventory, Warehouse and Logistics procedures for Calata Corporation.
- Negotiated and closed the farm input supply contract with Tulay sa Pag-unlad TSPI (microfinance NGO) Palayan Program. AGRI was awarded the contract to supply all of the farm input supply requirements of their members.
- Handled the Corporate Social Responsibility (CSR) programs of Calata Corporation and AGRI.
- Negotiated and partnered with Francorp for the Franchise Program of AGRI.
- Developed and launched the Soil Analysis Service of the company in all one hundred fourteen (114) branches.
- Planned, developed and maintained the content of the company website (www.agri.com.ph)
- Conducted field product seminars and product demonstrations.

MARILOU JEWELLERY

Manufacturer and retailer of Diamond & Gold jewelry. Located in key locations around Metro Manila: Greenbelt 5, Greenbelt 1, SM Megamall, Shoppesville Greenhills and Ayala Feliz. Established in 1978.

OPERATIONS MANAGER

March 2009 to February 2012 (3 years)

- Achieved Human Resource objectives by hiring, training and evaluating employees; enforced policies and procedures.
- Accomplished operational objectives by defining and recommending strategic action plans; implemented and monitored manufacturing, quality and customer service standards through system audits. Led the design and construction of the flagship store at Greenbelt 5, Makati. Concurrently handled the maintenance of the other three branches.
- Developed and implemented the Company Employee Manual and Manufacturing Service Blueprint.
- Reduced manufacturing errors by standardizing the process of manufacturing and inspecting each product, developed flow sheets, checklists, fail-safe measures, and redundancies.

SALES & MARKETING MANAGER

November 2007 to February 2009 (1 year & 4 months)

- Accomplished Sales and Marketing objectives by planning, developing, implementing and evaluating advertising, merchandising and trade promotion programs. Led the creation and production of marketing collaterals, press releases and exhibition materials.
- Met financial objectives by establishing annual and gross profit plans by forecasting and developing sales quotas per branch; projected sales and profit for existing and new products; analyzed trends and results; established pricing strategies; monitored costs, competition, supply and demand.
- Developed and implemented the following: Marketing plan, Retail Store Operations and Training Manual, Retail Service Blueprint, Key Performance Indicators, Media and PR plan, and Sales Commission Scheme. Led the creation and production of marketing collaterals, press releases and exhibition materials.

VIVA ENTERTAINMENT, INC. (Viva Music Group)

A multi-awarded vertically and horizontally integrated Philippine entertainment company which is composed of eleven companies with core businesses in entertainment content development, production, marketing, promotion, and distribution. These content and programs come in various multi-media formats such as: Film, Music, Video, Free TV, Cable TV, Artists & Concerts, and Interactive.

Viva Music Group: Viva, Neo & V3 record labels. A major player in the Original Pilipino Music (OPM) segment of the market. Spearheading the Viva Music Group with its mainstream music appeal is the Viva label. The Viva label has a balanced artist's roster catering to different music segments. The Viva Music Group is also composed of the following companies: VERJE Music Publishing Inc., Harmony Music Publishing Inc., and Amerasian Studios Corp.

BUSINESS DEVELOPMENT MANAGER

December 2006 to October 2007 (11 months)

- Developed, implemented and monitored the annual business plan of Viva Records (digital) for local and international markets. Forecasted the digital market potential of the company's artists and content which in turn was used to implement non-traditional cost-effective strategies that maximized exposure resulting to new business deals.
- Facilitated artist digital projects and licensing deals. Assisted in the creation, coordination and production of marketing collaterals, press releases and exhibition materials.
- Spearheaded the digitization of the whole music back catalogue from 1982 to 2007 (25 years) of Viva Records and licensed it out to iTunes. Handled the New Media Services of the company at the same time.

... Résumé Continued ...

VIVA ENTERTAINMENT, INC. (Viva Interactive Inc.)

Viva Interactive Inc. is the New Media Company of Viva Entertainment Inc. that handles the distribution of the Company's content and properties via wireless medium. It provides interactive promotions, ring tones, ring back, wireless games, downloadable pictures, music, celebrity information, news, and other value added services for mobile phone and internet users. It also supplements any ongoing project of any of the eleven companies under Viva Entertainment Inc. with mobile and internet marketing programs.

NEW MEDIA SERVICES SUPERVISOR

June 2005 to November 2006 (1 year & 6 months)

- Spearheaded the digital (mobile and internet) marketing and licensing initiatives of the eleven (11) companies under Viva Entertainment Inc. to digital content providers, mobile telecommunication companies and advertising agencies. Instrumental in the negotiation and delivery of two music content licensing deals worth \$240,000.00 (2006 \$1:Php50 – Php12M) each (total of Php24M) with two of the leading mobile content providers - the largest mobile music content deal of the company.
- Prepared business forecasts and identified targets based on predetermined corporate goals. Secured co-op advertising/marketing deals in coordination with the Viva Music Group's current marketing efforts. Collaborated in the design and launch of the company's website (www.viva.com.ph).

INFORMATICS COMPUTER INSTITUTE – PHILIPPINES

A publicly listed Singaporean-based company located in the Philippines that provides lifelong learning services in information technology and business management. The Company has a global network spanning more than 50 countries, offering programs which include Corporate Productivity, Business Solutions, Higher education and undergraduate to postgraduate degree completions.

CENTER BUSINESS MANAGER

March 2003 to June 2005 (2 years & 4 months)

- Areas of responsibility include General Management, Sales and Marketing Management, and People Management. Developed, implemented and achieved the center's business plan. Maintained and implemented the company's standards of operation and internal controls. Supervised the daily activities of the sales, academics, services and accounting department.
- Responsible for the business operations' requirements, e.g., daily sales monitoring, reports, monthly marketing plan, local marketing efforts). Analyzed the market through market research, and assessment of customer feedback.
- Consistently grew the student & customer base on a monthly basis. Drove sales and marketing activities in key markets. Managed the negotiation, execution and implementation of Corporate Account contracts. Managed new product launches. Developed internal and external communications. Represented the company externally in industry and customer presentations. Hired, trained, developed and evaluated the sales team and faculty. Implemented Competitive Intelligence Monitoring.

CENTER OPERATIONS MANAGER

May 2002 to February 2003 (10 months)

- Areas of responsibility include Operations Management, Customer Satisfaction, Services and Office Management, Academics, Finance, and People Management.
- Assisted in the development and implementation of the center's operations business plan. Maintained and implemented the Company's standards of operation and internal controls. Supervised the daily activities of the academics, services and accounting department. Monitored the center's key performance indicators, and feedback systems. Achieved academic excellence through continuous training of lecturers on course knowledge, lecture delivery and customer service.
- Developed, implemented and monitored the annual operations department budget focusing on profitability targets. Hired, trained, developed and evaluated the operations team - lecturers accounting and services personnel.

... *Résumé Continued* ...

SERVICE OFFICER***February 2002 to April 2002 (3 months)***

- Implemented the standard services' policies and procedures of the center in the following areas: Start-of-day and end-of-day routines, start-of-class and end-of-class preparations.
- Handled office administration duties pertaining to service documents, contracts, records, reports, software licenses, warranties, permits, supplies, and equipment.

EDUCATION

POST-GRADUATE**Ateneo Graduate School of Business (AGSB)**

Master's in Business Administration Program: 2008 - 2011

Graduation Date: August 2011

TERTIARY:**University of Asia and the Pacific (UA&P)**

Bachelor of Science in Information Technology: 1997 to 2001

Graduation Date: October 2002

SECONDARY:**La Salle Greenhills (LSGH)**

High School Diploma: 1993 to 1997

Graduation Date: March 1997

OTHERS

PHOTOGRAPHY PROJECTS

- Stilts Calatagan Beach Resort - Photos for the company's website
- The Suriya Spa - Photos for the company's marketing collaterals

GRAPHIC DESIGN PROJECTS

- Oro E Diamanti Trading Corp. – Online and offline marketing collaterals, and visual merchandising collaterals of the retail stores.
- Resourcentral – Company website, Company profile/prospectus, and online marketing collaterals.
- Calata Corporation – Company website and marketing collaterals (contributor).
- Agri Phil Corporation - Company website, marketing collaterals, and visual merchandising collaterals of the retail stores (contributor).
- Marilou Jewellery – Marketing collaterals and visual merchandising collaterals of the retail stores.
- Viva Entertainment Inc. – Company website and marketing collaterals (contributor).
- Informatics Computer Institute – Company website and marketing collaterals (contributor).
- V|Lounge Spa – Logo design, menu design, marketing collaterals, and outdoor billboard design.
- First Unitrade Inc. Shipping & Marine Supplier – Logo design and marketing collaterals

OTHERS

- **Chairman**
North Greenhills Association
Greenhills, San Juan City, Metro Manila
2012 to 2014 (2 years)