

MICHAEL CARLO J. ALMEDA

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Excellent people skills, a trained creative eye, and high computer literacy. Has successfully planned and initiated marketing strategies and has consistently met the set objectives and timelines. Always on the look out for ways to use new technology to make work better and more efficient. An excellent team player and has demonstrated numerous times the ability to take the leadership reins. Experienced in dealing with different people from supplier personnel to foreign clients. Spent 2 years in Lao PDR servicing a range of foreign and local accounts.

- Client Servicing
- Event Management
- Strategic Planning
- Teamwork
- Research Analysis
- Supplier Coordination
- Graphic Design
- Leadership

PROFESSIONAL EXPERIENCE

HEAD OF MARKETING – GO REWARDS, Feb 2022 – Present

DATA ANALYTICS VENTURES, INC.

Head of Marketing for Go Rewards, the loyalty program of DAVI for the JG Summit Group. As Head of Marketing, supervising all programs under 3 marketing teams: the Creative Team, Marketing Communication Team, and Digital Marketing Team.

ACCOUNT DIRECTOR, Mar 2010 – Jul 2021

BRANDACTION INC.

Account Director for BrandAction, a marketing firm based in the Makati City. As Account Director, supervised the team and all projects of the company. From a marketing start-up established in 2010 with only 3 employees, the company now has a running team of 20 with a Consultancy team, Events team, and Digital team.

Selected Contributions:

- ✓ Involved in the establishment of the company, handling the formulation of the business model, internal templates, the new business proposals, up to the establishment of various teams to cater to unique business aspects.
- ✓ Handled the following promotion, design and event requirements of the following accounts (currently and previously): SanMig Coffee, Resorts World Manila, Solaire Resort and Casino, Okada Manila, Estacio Uno, Adidas, FOX International Channels, Natural Quality Corp, Medicaid Philippines, DHL, Mondelez Philippines, Giordano Philippines, New Era Philippines, Epson, Canon, Hyundai, Medicaid, SMDC, Focus Brands, and Adidas.
- ✓ Acted as the outsourced marketing department for the following brands (currently and previously): Aristocrat, Caffe Bene, Cindy's, Kyochoon Philippines, and the iFoods Group (Tokyo Café, Wafu Japanese Dining, Ichiba: Japanese Market, Stackers Burger Café, Peri-Peri Charcoal Chicken, Kogi Bulgogi, Woo Galbi), Cindy's Bakery and Restaurant.

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Professional Experience Continued

HEAD OF ACCOUNTS, Jun 2008 – Oct 2009 **ADSPIN ADVERTISING SERVICES**

Adspin Advertising is a start-up advertising company formed to address the niche of smaller advertisers that still want high quality advertising campaigns. The key company philosophy is to provide the international expertise of a big agency through the personal service of a small agency.

Selected Contributions:

- ✓ Involved in the establishment of the company, handling the formulation of the company, from the philosophy, internal templates, all the way down to the new business presentations.
- ✓ Handled the following accounts (currently and previously): MyPhone, Jonas Foods, Victory Liner, Mead Johnson, Duty Free Philippines, Belo Medical Group, DigiPrint, Smeg, Country Bankers Life, Moneta Capital, EOS Renewable Technologies.

SENIOR CLIENT SERVICE MANAGER, Jun 2006 – May 2008 **MEKONG ORCHID, LAO PDR (THE RIVER ORCHID GROUP)**

River Orchid is a former JWT affiliate operating in the Indochina region with offices in Lao PDR, Cambodia, Thailand, Myanmar, and Vietnam. Worked in Mekong Orchid, the Lao PDR office, reporting directly to the Agency General Manager. Responsible for servicing the ATL and BTL advertising requirements of majority of the agency's foreign clients. Experienced dealing with clients from a variety of nationalities ranging from Laos, Thais, Khmers, Australians, Malaysians, Singaporeans, Vietnamese, Indians, and Japanese.

Selected Contributions:

- ✓ Handled the entire Unilever Thai Trading account based in Thailand, interfacing with 5 brand managers and their assistant brand managers based in Thailand. Accounts include Skin Care (Pond's and Vaseline), Oral Care (Close-Up), Hair Care (Sunsilk, Dove, and Clinic Clear), Personal Wash (Lux), Foods (Knorr and Wall's), and Detergents (Breeze, Comfort and Viso). In 2007, Unilever spending grew by 115%.
- ✓ Handled the launch preparation phase for Australia and New Zealand Banking Group (ANZ) based in Australia. Launch preparation phase included all bank transaction forms, stationaries, brochureware, premium items, branch designs, and the overall launch strategy.
- ✓ Other clients include SC Johnson (Baygon) based in Thailand, and Air Asia based in Malaysia, Lao Tobacco Limited (Tobacco market leader with a 90% market share in the country) based in Lao PDR, and Isuzu Motors Laos also based in Laos.
- ✓ Part of the senior management team that brought Mekong Orchid back to black after 2 years of being in the red.

CONSULTANT, May 2006 – Jun 2006 **CREATIVE CONCEPTS, INC**

Hired as consultant and project manager for the Nokia account in an effort to restore Agency – Client relations.

Selected Contributions:

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Professional Experience Continued

- ✓ Closed a P6,000,000 project to run in Cebu and Davao. Originally a pitch but project was offered straight out when client found out I returned to handle the project.

BRAND MANAGER/ COMMUNITY MANAGER, Jan 2006 – May 2006

LEVEL UP GAMES, INC

Brand Manager for the Casual Gaming Business Unit. Also assigned as acting Community Manager for the Business Unit. As Brand Manager, ensured that all aspects of the games run smoothly through close coordination with the various departments such as IT, Product Development, Marketing, Sales, and the Korean Game Developers. As Community Manager, interfaced with the gaming community and ensured that all player concerns are addressed and current players remain loyal. Conceptualized and executed a series of events to promote the game and acquire new players.

Selected Contributions:

- ✓ Reached 1,000,000 registered players for Freestyle Online in its 1st month of release, exceeding the given target of 75,000 registered players in 1 month.
- ✓ Developed a program for Internet Cafes wherein they promote Freestyle Online by running their own café tournaments, thereby saving on manpower and execution expenses.

SENIOR ACCOUNT MANAGER, Apr 2004 – Jan 2006

JUNIOR ACCOUNT MANAGER, Oct 2002 – Mar 2004

CREATIVE CONCEPTS, INC

Services clients' advertising requirements and acts as the liaison between client and the agency support group. Manages the planning, implementation, and post mortem of clients' above-the-line advertising campaigns, events and promotional stunts. Supervises Agency suppliers and makes sure that cost-efficient services are delivered as agreed and within the given timetable. Updates clients on possible advertising and marketing opportunities.

Selected Contributions:

- ✓ Handled the following accounts (previously and currently): Nokia Philippines, Kenny Roger's Roasters, Philtown Properties, Selecta Moo, Sunkist, Rustan's, Pilipinas Shell, Innove, Globe, JVC, Duty Free Philippines, GlaxoSmithKline, BluStar, Sunflower Crackers, Sanyo, GSIS, and Department of Tourism.
- ✓ Exceeded 2004 agency gross earnings goal of P21M from one client by 5M. Client's brand awareness levels increased during said period.
- ✓ Developed good relations with industry suppliers and established credit lines with them resulting in better cash flow management for the agency.
- ✓ Initiated the use of excel templates for production cost estimates resulting in faster and more accurate cost estimates.

CREATIVE DIRECTOR, Nov 2001 – Oct 2002

SPOONMARKS DESIGNS

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Professional Experience Continued

Start-up company offering print and web design. Handled a dual role as part of the Marketing team and the Creative team. As part of the Marketing team, actively sought after potential new clients and arranged for credentials presentations with them. As part of the Creative team, developed the creative rational and graphic design for client projects.

Selected Contributions:

- ✓ Did consultancy work for the company during its establishment on matters pertaining to the company profile and identity
- ✓ Serviced and designed for local clients such as Philippine Leaders as well as international clients such as Te Amo (Japan).

ACCOUNT OFFICER, Aug 2001 – Nov 2001

NEXTEL PHILIPPINES

Worked under the Sales Department. One of the 1st members of the Northern Luzon Sales Team. Sought and maintained corporate accounts and assigned to assist the new members of the team.

Selected Contribution:

- ✓ Demonstrated innovative and strategic thinking, excellent PR skills and displayed the ability to work as a team player.
- ✓ Developed strategies adopted by the team and used as case study for the training of future batches.

SEMINARS ATTENDED

The River Orchid Group Annual Meeting, 2007 • Phan Thiet, Vietnam

Unilever Think Big, 2007 • Vientiane, Lao PDR

Radio GaGa, 2007 • Vientiane, Lao PDR

Unilever Think Big, 2006 • Bangkok, Thailand

19th Philippine Advertising Congress, 2005 • Waterfront Hotel, Cebu, Philippines

Packaging Your Presentation: An Exercise in Creativity, 2004 • Dusit Hotel, Makati, Philippines

18th Philippine Advertising Congress, 2003 • Camp John Hay, Baguio, Philippines

Basic Sales Training and Corporate Sales Etiquette, 2001 • Nextel Office, Ortigas, Philippines

EDUCATION & CREDENTIALS

Bachelor of Science Degree, Communication Technology Management, 1997 - 2001 • Ateneo de Manila University

High School Diploma, Honors English Class, 1993 - 1997 • Ateneo de Manila University

References available upon request