

CLEOFÉ GOROSPE LUCIANO

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PERSONAL BACKGROUND

Age : 41 years old
Gender : Female
Birth date : May 30, 1980
Birth place : Tandag City, Surigao del Sur
Civil Status : Married
Nationality : Filipino
Religion : Roman Catholic
Languages : Filipino, English
Dialects : Surigaonon, Cebuano, Kamayo
Skills : MS Word, MS Excel & PowerPoint. Negotiation, Planning & Interpersonal Skill

Personal Qualities: Dedicated & has positive attitude towards work. Can easily adapt to changes. Can work under pressure. Hardworking & honest to my endeavors. Can work with minimal supervision & multitasking. Has the willingness & eagerness to learn new ideas. Competent & a team player. Customer service-oriented. Has the ability to prioritize & well-organize. Possessing the capacity to cope with failures & trying to learn from past mistakes. Knows how to drive with drivers License.

EDUCATIONAL BACKGROUND

Post College : Masteral, 2011 up to 2016 (thesis writing)
Master in Business Administration-Corporate Management
University of Southeastern Philippines
Obrero, Davao City

College : College Diploma, October 2001
Bachelor of Science in Business Administration - Marketing
Mindanao State University
Marawi City, Lanao del Sur

Secondary : High School Diploma, April 1997
La Salle John Bosco College
Mangagoy, Bislig City

Elementary : Diploma, April 1993

Mangagoy Central Elementary School
Mangagoy, Bislig City

CO-CURRICULAR ACTIVITIES

AY 1999-2000 (1 sem)	Vice President
AY 1998-2000 (1 sem)	Secretary Mga Babae Organization (MBO) Mindanao State University, Marawi City, Lanao del Sur
AY 1998-1999 (1 sem)	Presiding Officer – Spiritual Formation Ministry
AY 1997-1998 (1 sem)	Area Facilitator – PLBH Area Catholic Students Organization (CSO) Mindanao State University, Marawi City, Lanao del Sur
AY 1999-2000 (1 sem)	Batch President – Millennium Batch 1 Commuters Hardcore Organization Mindanao State University, Marawi City, Lanao del Sur

SEMINARS/TRAININGS ATTENDED

October 01, 2015	Visual Merchandising
June 05, 2015	Driving Growth Thru Efficiencies: Assortment Process Walkthrough
May 20, 2014	Effective Food Safety Management Systems Audit
September 19, 2012	FLEX, The Discovery Seminar
June 18, 2012	GUNG HO Seminar
February 25, 2012	Effective Decision Making
October 2011	Category Management
March 23, 2010	EXCEPTIONAL CUSTOMER SERVICE
August 11, 2008	A Call to Excel in Your Workplace

WORKING EXPERIENCES

April 16, 2017 up to PRESENT

Sales Account Specialist

San Miguel Foods Incorporated
3rd Floor, Alpha Bldg, Lanang Buisness Park
Lanang, Davao City

- Maintain existing sales accounts and assists the department in forecasting and achieving the sales budget.
- Acquire in-depth understanding of customer needs and requirements as well as shoppers, categories and market.
- Deliver volume and leadership in store presence.
- Ensures customer satisfaction by regular calls, providing the right products at the right time and quantity and by attending to customer inquiries/complaints/problems.
- Organize regular client meetings to discuss their requirements.
- Identify new potential customers.
- Supervise sales coordinators.
- Ensure budget and time requirements are met.
- Stay up-to-date with new features and product launches.
- Establish best practices.
- Monitor the flow of sales operations in every customer-from sales ordering to delivery.
- Suggest innovative ideas to increase sales and improve customer experience.
- Collaborate very closely with teams from other departments to assist in delivering excellent end to end customer service delivery and response to market trends and needs,
- Identifies key issues and opportunities per area to arrive at efficient, effective, and strategic business decisions and solutions.

March 2011-April 2017

Senior Merchandising Retail Supervisor

Packed & Baking Essentials Category
LTS-Supermarket, New City Commercial Corporation
NHQ, Gempesaw Ext., Davao City

- Reports to Merchandising Manager and Director. Supervises the Procurement Assistant. And Coordinates with the RDU Supervisor, RDU Staff, and Retail Systems Groups, Inventory Management, Selling Operations, Inventory Clerk, Marketing Staff, and Finance Staff.
- Perform Sourcing, negotiation and purchasing of merchandise that is consistent to the quality, quantity, specification requirements, and other factors that the company requires.
- Locate and evaluate suppliers based on price, quality, selection, service, support, availability, reliability, production, and distribution capabilities, and the supplier's reputation and history.
- Examine, select, order and purchase merchandise at the most favorable price, consistent with quality, quantity and specification to the requirements and other factors.
- Negotiate prices, discount terms, payment terms, transportation arrangements of

merchandise, and bad order allowances/return of merchandise with suppliers.

- Negotiate with suppliers to obtain and develop desired products suitable for house brand items.
- Interview Vendors to determine product availability and terms of sales.
- Negotiate with suppliers regarding merchandise-related promotions such as trade deals.
- Use sales forecasting and strategic planning in analyzing business developments and monitoring market trends.
- Review orders sent by the selling operations to determine quantities required in ordering store merchandise.
- Purchase Acceptable quality of merchandise at the most reasonable price and correct quantities.
- Authorize issuance of purchase order to suppliers within the limits set forth.
- Analyze price proposals, financial reports and other data and information to determine impact on profit and loss of the assigned category/department.
- Analyze and monitor sales records, trends and economic conditions to anticipate consumer buying patterns and determine product mix, SKU rationalization, and how much inventory is needed.
- Consult with store and merchandise managers on the set category/department purchase budget and how it will be strategically spent.
- Attain set sales and profit targets for the category/department handled.
- Regularly conduct competitor checks to determine the company's competitive position in the market.
- Prepare and recommend merchandise planogram.
- Establish correct item set-up including product hierarchy, inventory sets, selling and buying UOM and the like in the system by RG.
- Set or recommend mark-up rates, markdown rates, and selling prices for merchandise to come up with the desired or correct gross margin.
- Responsible for decision making on handling damage merchandise such as for replacement, bundling, markdown for resale, or for disposal.
- Authorize payment of invoices for return of merchandise such as determining correct cost of merchandise for return to supplier transaction in the system.
- Coordinate with the RSG or with the Information and Communications Technology for entries and/or adjustments in the software.
- Conduct regular branch/warehouse visits and suggests products to be displayed and highlighted in the selling area.
- Confer with selling operations and purchasing personnel to obtain information about customer needs and preferences.
- Report to immediate superior problems encountered which beyond the limits of authority set forth by the company policies.
- Communicate with respective suppliers to rectify any merchandise-related concerns.
- Negotiate with suppliers for creation/updating of Concessionaire Contract.
- Assist in negotiation for marketing department-initiated activities.
- Assist store operations in inventory taking procedures.
- Participate in the V-formation programs of the company such as Sales Up, Cost Down, Working in a Healthy and Safe Environment and Positively Out-of-box Service (POS).
- Abide by the set House Rules assigned NBU.

- Take part in the company activities.
- Perform other function as required by the Immediate Superior.

November 2005 – August 13, 2010

SENIOR RETAIL BUYER

BLUER THAN BLUE JOINT VENTURES
CORP. (Regalong Pambahay, Exciting Gifts &
Goodies and Simplejoys) FMF Business
Center, Level C, 126 Pioneer St, Mandaluyong
City, Philippines

- Communicate efficiently w/ Buyers, Suppliers, & Internal parties on a daily basis.
- Handle product development, cost calculation, packaging design and material sourcing.
- Ensure all supplier quotation & samples are completed on a timely basis for appropriate decision making to meet objectives.
- Determine the kind of products the establishment will carry.
- Price Negotiation w/ Buyers and Suppliers.
- Provide timely and efficient follow-up of orders from sample development, bulk order to shipment.
- Liaise w/ logistics and warehouse to ensure timely delivery.
- Monitor inventory and sales performance analysis.
- Ensure accurate, timely and consistent execution of component costing from suppliers.
- Responsible for the preparation of Order Analysis Report/Re-ordering.
- Evaluate product quality based on the given specification.
- Prepare supports on new product launch in terms of quantity ordered expected lead time on delivery quantity.
- Generate various reports and conduct analysis.
- Handle Importations.
- Deal w/ overseas customers on business development and account management.
- Attend to trade fair and exhibits for product and supplier sourcing.
- Conduct Store-visit to check on item display.
- Conduct plant visit to check on supplier's production workflow & workplace.
- Has buying trip experience.
- Maintain filing systems of supplier's information & other pertinent documents.

April 2005 – September 2005

SALES COORDINATOR

JED MARKETING, DIZON FARMS
522 Sirloin Road, FTI Complex Taguig, M.M

- Coordinate w/ Buyers & Suppliers on a regular basis.
- Monitor stock level and generate sales reports on a daily basis.

- Responsible for re-ordering.
- To assist in the follow-up on order and delivery status.
- Price negotiation w/ buyers and suppliers.
- Handle product sampling and tag price computation.
- Some quality control

January 2004 – May 2004

PROCUREMENT ASSISTANT
National Bookstore Inc.
125 Pioneer St., Mandaluyong City

- Responsible for the daily preparation and processing of Purchase Orders and other related documents concerning the branches.
- Conduct store visit to check items and activities of competing stores and branches including merchandising problems and inquiries.
- Coordinates with the branches and suppliers for the movement of merchandize.
- Follow-up for urgent deliveries and customer's orders.
- Allocates and places orders for branch requisitions.
- Inventory analysis
- Generates memos and needed reports for effective communication w/ the branches and suppliers.
- Maintain significant records for verification and reference purposes.
- Attends relevant seminars necessary for the job.
- Conduct competitive Survey.
- Constructs memos and other forms for effective communication w/ the branches and suppliers.

September 2003 – November 2003

MARKETING COORDINATOR
Response Realty & Development Corp.
PB Com Tower Ayala Ave., Makati city

- To assist prospective buyers in all matters pertaining to closing of sales especially in the absence of sales people concerns.
- Assist sales people during open house, buyer's day and other marketing activities.
- To ensure availability of updated maps, open units, sales materials such as price list, leaflets and brochures.
- To assist the various sales force of the group in rectifying and giving solutions to the problems related to the buyers account.
- To follow-up, monitor, buyer/agents on payments, and other requirements for compliance and completion of accounts.
- To have a complete file of daily sales reports.
- Help investors choose properties and areas that are likely to appreciate in the future.

June 2002 – November 2002

INVOICE CLERK

Super Value Inc. (SM supermarket)
118 E. Rodriguez Jr. Ave., Bo. Ugong,
Pasig, Philippines

- Keep records of incoming and outgoing shipments.
- Verify of the contents of truck cargo against shipping records.
- Ensure that all documents are properly in tacked and complete before transmitting to other branches
- Update all branches in all upcoming deliveries from warehouse.

REFERENCES

Kathrynn Magada
Senior Merchandising Retail Supervisor
Beverage Category
NCCC LTS Supermarket
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