



CRISTOPHER ALABON

Sales, Marketing, & Business Development
CDM, PMP, CLSSYB

Marketing and Sales in profession with expertise in Digital/Traditional Marketing, Business Development (B2B/B2C), Acquisition, Operation, and Business Management & Process.

CONTACT

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📍 Caloocan City, Philippines

CORE STRENGTHS

- Social Media Management
- Brand Management
- Search Engine Optimization
- Google analytics and Adword
- Website Management (E-commerce)
- Video Marketing
- Content and Inbound Marketing
- Business Development
- Market Research
- Trade Marketing
- Process and Project Management
- Contract and Procurement
- Print Producer
- Events Management

SOFTWARE SKILLS

- MS Word, Excel, Power point
- Adobe photoshop
- Canva
- SEO Quake
- Jarvis
- Promotexter
- Jotform
- Quillbot
- Hubspot

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

Goldshine Pharmaceutical, Inc. (May 2022 - Present)

- *Digital Marketing Operation*
- *Digital Brand Marketing*
- *Social Media Management*
- *Digital Ads Management*
- *Digital Content and Campaign*
- *Website Management*
- *E-commerce Management (Lazada, Shopee, & Tiktok Shop)*
- *Community Manager*
- *Digital Creatives and Content (Graphics & Video)*

DIGITAL MARKETING CONSULTANT

Digiworx Ph (March 2022 - present) Dubai Based

- *Digital Marketing*
- *Social Media Management*
- *Articles*
- *Project Management*
- *Artwork Aproval*
- *Ads Management*

SOCIAL MEDIA CONSULTANT

indonesia Produkto (April 2022 - present) Indo. Based

- *Facebook Management*

SALES & DIGITAL MARKETING CONSULTANT

BilisBenta Corporation (Jan. 2022 - May 2022)

- *Lead Generation*
- *Marketing Services*
- *Content Creation*
- *Program Management*
- *Virtual Events*
- *Social Media Management*
- *Sales Mentoring*
- *E-commerce*

MARKETING HEAD

Unified Products and Services, Inc. (May 2021 - Jan. 2022)

- *Marketing Operation*
- *Brand Marketing*
- *Digital Marketing*
- *Social Media Management*
- *Ads Management*
- *Marketing Services*
- *Franchise & Network Marketing*
- *Campaign & Promotion*
- *Events & Webinars Management*
- *Website Management*
- *Market Research*
- *Community Manager*
- *Above and Below-the-line Advertising*
- *Creatives and Content (Graphics & Video)*
- *Increase Market Share*
- *New Market Segment*
- *Budgeting (Monthly, Quarterly, & Annual)*
- *Set, Lead, and Monitor Team*

HEAD, DIGITAL MARKETING GROUP

The House Printers Corporation (May 2019 - April 2021)

- *Digital Marketing*
- *Social Media Management*
- *Ads Management*
- *E-commerce Administrator (Magento)*
- *Website Management*
- *SEO*
- *Data Analytics*
- *Trade Marketing*
- *Business Development*
- *Digital Sales Manager*
- *Market Research*

SALES & MARKETING CONSULTANT

Streetsign Ads Enterprise Corp. (April 2019 - May 2021)

- *Sales Training*
- *Clientele Presentation*
- *Social Media Management*
- *Market Development*
- *Business Development*

KEY ACCOUNT EXECUTIVE / PRINT PRODUCER

Cable Channel and Print Media Group
(an ABS-CBN subsidiary) (Feb. 2010 - April 2019)

- *Account Management*
- *Sales and Marketing*
- *Print Producer*
- *Event Management*
- *Documentation and Administrator*
- *Procurement*

MARKETING ASSISTANT

ABS-CBN Publishing, Inc. (Feb. 2008 - Feb 2010)

- *Sales and Marketing Coordinator*
- *Documentation*
- *Report Presentation*
- *Telemarketing*
- *Dispatching*

ACADEMIC HISTORY

MANUEL L. QUEZON UNIVERSITY

2017 -present

Masters in Business Administration
major in General Management (ongoing for Thesis)

UNIVERSITY OF CALOOCAN CITY

2004 -2008

Bachelor of Arts in English

CERTIFICATION

- COACHING SKILLS FOR LEADERS AND MANAGERS
LINKEDIN LEARNING - APRIL 2021
PROJECT MANAGEMENT INSTITUTE - APRIL 2021
NATIONAL ASSOCIATION OF STATE BOARD OF ACCOUNTANCY- APRIL 2021
- PERFORMANCE MANAGEMENT: SETTING GOALS AND MANAGING PERFORMANCE
LINKEDIN LEARNING - APRIL 2021
- BUSINESS PROCESS IMPROVEMENT
LINKEDIN LEARNING - APRIL 2021
PROJECT MANAGEMENT INSTITUTE - APRIL 2021
NATIONAL ASSOCIATION OF STATE BOARD OF ACCOUNTANCY- APRIL 2021
- MANAGEMENT FOUNDATIONS
LINKEDIN LEARNING - APRIL 2021
PROJECT MANAGEMENT INSTITUTE - APRIL 2021
- DATA-DRIVEN LEARNING DESIGN
LINKEDIN LEARNING - APRIL 2021
- PERSONAL BRANDING ON SOCIAL MEDIA
LINKEDIN LEARNING - APRIL 2021
- LEAD GENERATION: SOCIAL MEDIA
LINKEDIN LEARNING - APRIL 2021
- MARKETING TOOLS: SOCIAL MEDIA
LINKEDIN LEARNING - APRIL 2021
- CONTENT MARKETING FOR SOCIAL MEDIA
LINKEDIN LEARNING - APRIL 2021
- MARKETING TO GENERATION Z
LINKEDIN LEARNING - APRIL 2021
- SEO FOR SOCIAL MEDIA
LINKEDIN LEARNING - APRIL 2021
- SOCIAL MEDIA MARKETING: REAL ESTATE
LINKEDIN LEARNING - APRIL 2021
- WORKING WITH YOUR PERSONAL STRENGTHS AND WEAKNESSES
LINKEDIN LEARNING - APRIL 2021
- INBOUND MARKETING CERTIFIED
HUBSPOT ACADEMY - JULY 2020
- CONTENT MARKETING CERTIFIED
HUBSPOT ACADEMY - JULY 2020
- SEARCH ENGINE OPTIMIZATION SPECIALIST
FVA ACADEMY - JULY 2020
- PROJECT MANAGEMENT PROFESSIONAL
SHAW ACADEMY - JULY 2020
- CERTIFIED LEAN SIX SIGMA YELLOW BELT
ASKLEX PH ACADEMY - JUNE 2020
- CERTIFIED SIX SIGMA WHITE BELT
COUNCIL FOR SIX SIGMA CERTIFICATION - JUNE 2020
- CERTIFIED CONTRACT AND PROCUREMENT WHITE BELT
CONTRACT AND PROCUREMENT TRAINING - JUNE 2020
- CIVIL SERVICE ELIGIBLE
CIVIL SERVICE COMMISSION (PHILIPPINES) - AUG. 2017
- GREAT WORKS IN LITERATURE
ABS-CBN UNIVERSITY - NOVEMBER 2017