

Merian Gallego Mirasol

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PROFESSIONAL SUMMARY

A results-oriented Sales Manager with twenty-one years of experience doing sales, account management, and business development activities for printing companies. Knowledgeable in commercial, publishing, and packaging printing services. Expertise in developing sales and marketing strategies, achieving sales targets, and ensuring the plans, processes, and policies are in place. And with strong working relationships with existing and potential customers, customer loyalty, and forging partnerships with internal and external partners.

EMPLOYMENT HISTORY

Co-founder, Synbus Inc., Philippines
November 2019 to Present

Spearheading sales and marketing initiatives with unparalleled expertise, technical acumen, and creative flair to showcase the company's capabilities.

Craft compelling narratives that resonate with the target audience, driving engagement, and fostering lasting client relationships as the primary content writer.

Sales Manager, Velprint Corporation, Philippines
March 2017 to Present

Responsible for overseeing and managing all aspects of the sales process to meet the revenue targets.

Leading and motivating the sales team to ensure high performance and goal attainment.

Providing guidance, training, and support as needed to ensure the team is equipped with the necessary skills to achieve their targets.

Set, communicate, and monitor sales targets for the team and take corrective actions as needed to ensure objectives are met.

Actively seek new clients and opportunities while also maintaining and nurturing relationships with existing clients, addressing their needs and concerns to ensure satisfaction and repeat business.

Preparing and presenting regular reports on sales performance and other relevant metrics to senior management.

Senior Sales Supervisor, Lexmedia Digital Corporation, Philippines
June 2004 to March 2017

Contributing to the development of long-term business strategies, particularly in relation to sales and revenue growth, by consistently achieving sales targets.

Collaborating with other departments to coordinate and ensure seamless communication between teams.

Negotiate contracts, address customer concerns, and maintain strong business relationships with clients.

Monitoring sales budgets, forecasts, and the team's performance against targets and address performance gaps.

Identifying training needs within the sales team and implement programs that enhance their skills and knowledge.

Sales Manager, Grand C Graphics Incorporated, Philippines
March 2002 – May 2004

Formulating effective marketing strategies to increase sales.

Ensuring the department met its monthly sales targets while delivering projects on time and with the highest quality.

Conducting thorough research to identify potential clients and sold printing services to them.

Providing training to newly hired account executives.

Assisting the Chief Operating Officer in handling in-house accounts.

Managing Partner – Media Director, DWB Marketing & Advertising, Philippines
January 1995 – December 2001

Managing day-to-day operations of a one-stop shop advertising agency.

Formulating marketing strategies and creating print, radio, and television advertisements.

Managing clients' events and product launches.

Overseeing the production of print, radio, and television advertisements.

Negotiating airtime, print ad rates, production, and print suppliers.

Ensuring that ads and point-of-purchase materials are delivered on time.

Conducting research, presentations, and pitching advertising services to clients.

Account Manager – Videowall Marketing & Advertising Incorporation, Philippines
January 1993 – December 1994

Selling radio airtime rates for the radio station Y-101-FM Cebu to advertising agencies and sponsors.

Assisting in managing concerts and events,

Conducting research and presenting marketing services to advertising agencies and sponsors.

Accounting Clerk - Video Movie Corporation, Philippines
June 1992 – December 1992

Assisting the accounting department in clerical tasks.

Clerk III – Videogram Regulatory Board, Philippines
June 1991 – May 1992

Assisting the legal department in the filing of administrative cases.
Assisting the inspection and investigation department during the out-of-town operations of the agency.

Intern - Videogram Regulatory Board
April 1991 – May 1991

Participated in the government internship program of the President's Summer Youth Program

EDUCATION

ITD World, Philippines
Certified Sales Professional
2015

Central Colleges of the Philippines
Undergraduate, Bachelor of Science in Computer Engineering
1988-1992

Systems Technology Institute
Computer Literacy Program
1988

SKILLS

Communication and negotiation skills
Customer service management
Project management skills
Digital marketing knowledge

