

# CHARITO CANTOS

197 Pangao Ibaan Batangas, Philippines

[charito.cantos@gmail.com](mailto:charito.cantos@gmail.com)

+63 9271696101

## PROFESSIONAL SUMMARY

---

For nearly seven years, I have dedicated myself to the field of marketing within the real estate industry, combining compassion and expertise as a Marketing Coordinator and Marketing Executive. My proficiency spans various areas, including social media marketing, event launching, sales, and advertising. Additionally, I am deeply involved as an English Educator for Children, fostering their development, and ensuring proper learning practices. Known for my organizational skills and effectiveness, I have a track record of successful team building and management achievements.

## EMPLOYMENT HISTORY

---

### **Vista Land - Marketing Coordinator (2023 – Present)**

- Marketing Research for plan development projects
- advertising or sales promotion strategies
- Approval of posters, teasers, and contents of the project
- Handle upcoming events and Launching
- Assist on Social Media Marketing and advertising
- Assist the Marketing Head for the Marketing Strategies plan
- Approve schedule for the site pictorial of the projects

### **Ponterra English Academy – ESL Educator (Full Time from 2021 – 2022) Part time from 2022-Present)**

- Engage children in activities by telling stories, teaching songs and preparing craft
- Teach Foreign and Local Students in the Philippines and abroad.
- Create Module for English/Tagalog for School Program
- Transcribe script for lesson.
- Making Lessons Plan every day for Online classes and Face to face class.
- Organize Activities for the students to develop their performance.
- During Face-to-face class guide and assist children in the development of proper eating, dressing and toilet habits.
- Report and submit written observations on children to Educator supervisors
- Help the educator supervisor in carrying out programs that promote the physical, cognitive, emotional and social development of children

## **PEP Profiles Entertainment – Advertising / Account Executive (2019 – 2021)**

- Social media marketing and Marketing Research
- Sales Promotion and Brand Awareness
- B2B sales partnership
- Proofreads Virtual Contents
- Assist in the preparation of brochures, reports, newsletters, and other material.
- Respond to enquiries from members of the business community concerning development opportunities.
- Act as spokesperson for the company.
- Photo editing/ Posters (Adobe Photoshop and Canva)
- Create PowerPoint presentation for the Marketing Sales

## **Marketing Executive: Megaworld Corporation (2017 -2019)**

- Create content for Launching of New Project (Real Estate Property)
- Social media marketing and Marketing Research
- Events planning/organizing.
- Photo editing/ Posters (Adobe Photoshop and Canva)
- Sales Promotion and Brand Awareness
- Marketing planning/ timeline

## **EDUCATION**

---

June 2014 – June 2017

- Bachelor of Arts in **Communication Major in Advertising**

**De Lasalle University – Lipa**

**Certificates:**

- **Early Childhood Training Certificate – Ponterra English Academy**
- **English as Second Language Instructor Certificate – Ponterra English Academy**
- **Best ESL Educator of the Year 2022 – 2023**

## **Core Strength**

---

- Advertising
- Sales and Marketing
- Social Media Marketing
- Content Writing
- Photo Editing (Adobe Photoshop and Canva)
- Children’s Educator Program
- Time Management
- Adaptability
- Communication Skills
- Events Planning/Launching

