



# Dustin Dela Cruz Abad

025 Capt. C Montano St. Amaya IV,  
Tanza, Cavite, Philippines, 4108

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## ABOUT ME

I am an efficient and confident sales executive with demonstrated experience in Sales, Customer Service, Event Management and Marketing. My experiences helped me develop expert knowledge of the sales process. I am highly motivated to continue learning and improving my craft.

## SKILLS & PROFICIENCIES

- Customer Service
- Analytical
- Detail-oriented
- Account Management
- Knowledgeable in computer applications

## EDUCATIONAL BACKGROUND

University of Santo Tomas  
Bachelor of Arts - Major In Communication Arts  
June 1994 – March 1998

Amaya School of Home Industries Tanza, Cavite  
Alternative Learning System – Dressmaking NC II  
November 2017 – March 2018

## PERSONAL INFORMATION

Age : 45 years old  
Nationality : Filipino  
Marital Status : Single  
Date of Birth : 05 August 1978  
Gender : Male  
SSS : 3358937330  
TIN : 213985328000

## WORK HISTORY

### Creative Director/Owner

Dusteene Event Solutions Services / The Wedding Bash Event Management Services / Dusteene Atelier  
October 2005 to Present

- Freelance Event Manager and consultant for weddings, birthday parties and other special events.
- In charge of the entire event from preparations to actual day, responsible for all suppliers commissioned to the said event. And to give a worry-free event to the clients.

### Branch Marketing Manager

Manila Southern Associates (SM Store Rosario, Cavite)  
July 2023 – November 2023

- In-charge of Store Marketing collaterals, advertisements and digital amplification thru Mall Facebook page and other channels.
- Ensuring that mall traffic is caught and converted to store sales.
- Create local marketing strategies and partnerships with LGU, companies and communities.
- Ensure all department marketing needs are addressed and met.

### Marketing Officer

Shopping Center Management Corporation  
SM City Rosario, Cavite  
October 2010 to January 2014

- Key person for all marketing events.
- Creates programs and advertisements.

### Manager Trainee

Puregold Price Club Inc. GMA Cavite  
April 2010 to September 2010

In-charge of entire Store Operations.  
Ensure smooth flow of deliveries and timely monitoring of goods at the selling area.  
Oversee store manpower and building premises.  
Secure all stocks from possible theft within the vicinity.  
Achieve sales target given by the company and promotion of the store through effective marketing and advertising strategies.

## WORK HISTORY

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### Customer Service Representative

Dealer Support for Telstra – Australian-based  
Telecommunications Company.  
October 2007 to January 2010

- In-charge of system support for dealers.
- Handles inquiries and modifications of corporate accounts
- Handles Back of House function for Multiple Purchase Orders (MPO).
- Address concerns for corporate tagging, cancellation of contract and modifications.

### Area Consultant

Westec Security Systems  
March 2007 to June 2007

- Handles the workforce organization of the area.
- Ensures all posts are properly manned and monitored.
- In-charge of the daily attendance and performance of each security personnel.

### Account Management Specialist

Globe Telecom, Inc.,  
October 2004 – March 2007

- Handles Business Center operations and Customer Service.
- Oversees cash monitoring and relieves cashiering.
- Ensures ideal stock inventory level.
- Ensures customer satisfaction by providing immediate solutions endorsed by the Hotline and other Business Centers.

### Assistant Boutique Manager

Bench – Suyen Corp.  
August 2000 - September 2004

- Handles merchandise visual designs and suggestive selling.
- Handles different customer's suggestions and complaints.
- Handles customer's purchase transactions.
- Aware of the needs of the customers and ensures that superior customer service experience is achieved.
- Monitors stock level.

## SEMINARS ATTENDED

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[September 2013]

SCMC-SM Supermalls MAAX Pasay City, Phils.  
Problem Analysis and Decision Making - conducted by Catalyst 360

[March 2012]

SCMC-SM Supermalls MAAX Pasay City, Phils.  
Successful Office Management – conducted by ITD Consulting Group Inc.

[August 2011]

SCMC-SM Supermalls Makati City, Phils.  
Fundamentals of Supervision – conducted by ITD Consulting Group Inc.

[November 2008]

Teletech Bacoor, Cavite, Phils.  
Dealer Voice Signature and Corporate NAC Up-skill Training

[April 2008]

Teletech Bacoor, Cavite, Phils.  
Comprehensive Transformation Training

[October 2007]

Teletech Bacoor, Cavite, Phils.  
Telstra Product Training

[October 2007]

Teletech Bacoor, Cavite, Phils.  
GEM (Grammar and English Module) Course

[August 2006]

Globe Telecom, Inc. Manila, Philippines  
Integrated Receipting & Inventory System

[May 2006]

Globe Telecom, Inc. Manila, Philippines  
Integrated Customer Service – Order Management and Reconnection  
Training

[January 2006]

Globe Telecom, Inc. Manila, Philippines  
Cashiering Training

[October 2005]

Globe Telecom, Inc. Manila, Philippines  
Integrated Customer Service Training

[February 2005]

Globe Telecom, Inc. Manila, Philippines  
Center – On – Line Program Training

[December 2004]

Globe Telecom, Inc. Manila, Philippines  
Stock Inventory Training

[October 2004]

Globe Telecom, Inc. Manila, Philippines  
Center Operation 101 Training

[July 2002]

Bench (Suyen Corp.) Manila, Philippines  
Management Development Program II – Intermediate Course  
HEAT – Helpful and Effective Approach to Training

[March 2002]

Bench (Suyen Corp.) Manila, Philippines  
Management Development Program I – Basic Supervision Course

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February 19, 2024

Dear Hiring Managers:

With a formal background in sales and retail management paired with my proven track record of success and extraordinary achievements in increasing revenue and profitability, I am confident that I am a perfect candidate for the Marketing Manager. Moreover, I believe that I could become a valuable asset in your team and would be a great contribution to the whole organization.

Having worked at diverse positions for the past 23 years, I am fully adept and skilled in all aspects of the role. Offering exceptional leadership and communication skills, I especially excel at developing and implementing new sales strategies as well as supervising other employees. At SM Supermalls, where I worked as Marketing officer for 4 years, I was known as a results-oriented professional with an excellent work ethic and the important ability to remain calm in stressful situations. Furthermore, I participated in the training and onboarding of new personnel and resolved any problematic store issues.

In addition, I took up Bachelor of Arts Major in Communication Arts from the University of Santo Tomas. I have a strong determination to succeed and meet all assigned goals and targets. I am also experienced in customer service and support. If given the opportunity, I will be taking the role with a proactive approach and the ability to use up to date computer applications. I have attached my CV for your further review so please do not hesitate to contact me if you require any additional information on my qualifications. Thank you for your time and looking forward to joining your amazing team.



Dustin Dela Cruz Abad