

# Imelda Alimorong-David

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## **CAREER OBJECTIVE:**

Experienced retail professional with 18 years of proven success as a Retail Manager, Area Manager, Census Area Supervisor, Store Manager and Assistant Store Manager. Adept at driving operational excellence, enhancing customer experiences, and achieving sales targets. Strong leadership, team-building, and problem-solving skills, dedicated to fostering a motivated and high-performing retail team. Seeking an opportunity to leverage expertise and drive growth as a Retail Manager in a dynamic and customer-centric environment.

## **QUALIFICATION SUMMARY:**

Exposure and considerable proficiency in the following fields:

- 18 years of managerial position
- 1 year area management experience
- Planning and implementing sales strategies
- Customer relationship management
- Managing and directing sales teams
- Inventory management
- Financial acumen
- Excellent communication and interpersonal skills
- Community service

### **STRENGTHS:**

- Results-driven leader
- Visionary leadership
- Marketing and merchandising expertise
- Staff training and development
- Problem-solving abilities
- Multitasking

### **EDUCATION:**

1997-2003 **Bachelor of Arts in Mass Communication (Major in Journalism)**  
College diploma at **UNIVERSITY OF THE PHILIPPINES**

1993-1997 High School diploma at **San Nicolas National High School**

1987-1993 Elementary diploma at **East Central School**

Others:

2004 18 Education Units

**BENGUET STATE UNIVERSITY**

#### **TRAININGS AND SEMINARS ATTENDED:**

- Food Handlers Orientation Seminar July 17, 2019
- Core Interaction Skills for Leaders September 21, 2016
- Coach 101: Performance Coaching January 26, 2016
- “Sailing from Good to Great: Vision, Mission, Values” April 2, 2013
- The New Surplus: A Paradigm Shift Training February 11, 2010
- Green Retail Agenda Shaping the Future March 31, 2009
- Fire Safety Orientation April 11, 2005
- Values Seminar October 16, 2004
- Addressing Cultural Diversity in the Classroom & Deciding for Instruction October 12, 2004

#### **WORK EXPERIENCE:**

**Job Title: RETAIL MANAGER (GENERAL)**

**Company Name: FONE HAUS LIMITED**

**Company Address: Port Moresby, Papua New Guinea**

**Dates Employed: November 29, 2021 to November 18, 2023**

**Job Description/Duties:**

- Manages over-all operations of the **leading mobile phone retailer and distributor**
- Achieves sales targets of the company
- Monitors stocks of mobiles, digital and accessories, request for bulk orders and transfers
- Maintains standard display directions, orderliness and cleanliness of the shop
- Do stock take regularly to ensure completeness of inventory of mobiles, digital and accessories
- Manages treasury funds and issues float to cashiers
- Handles customer inquiries and concerns, and provides the best service
- Regularly supervises a team of 30 members
- Trains, develops and manages employees
- Develops a productive team environment
- Prepares schedule of staff
- Completes performance reviews
- Monitors and orders stationery supplies
- Responsible in timekeeping of staff

**Job Title: AREA MANAGER (Customer Service Operations Department)**

**Company Name: MOTORTRADE NATIONWIDE CORPORATION**

**Company Address: Region 1, Philippines**

**Dates Employed: October 28, 2020 up to November 13, 2021**

**Job Description/Duties:**

- Manages operations of the **motorcycle business** with passion, integrity and knowledge while promoting the values and culture
- Identifies and delegates responsibilities to Branch Customer Service Heads to ensure that objectives are met and excellent service is consistently achieved
- Supervises **38 branches** in Region 1, Philippines namely provinces of Abra, Benguet, Ilocos, La Union and Pangasinan
- Ensures standard processes are implemented in branches, checks on proper documentation of motorcycle sales and comply on turn-around time

- Monitors registration of motorcycles if processed within two to three weeks
- Audits the cleanliness of branches including funds such as Petty Cash and Registration Funds both for brand new and repossessed units
- Monitors SERVICE performance of branches, implements strategies and achieves target set
- Provide coaching and feedback to Branch Customer Service Heads to assess performance
- Monitors implementation of management directions, company policies and values
- Consistently review operations, processes and people to identify gaps, concerns and opportunities for improvement

**Job Title: CENSUS AREA SUPERVISOR**

**Company Name: PHILIPPINE STATISTICS AUTHORITY**

**Company Address: Calasiao, Pangasinan, Philippines**

**Dates Employed: July 27, 2020 - October 04, 2020**

**Job Description/Duties:**

- Leads a team of 40 which includes supervisors and enumerators for the 2020 Census of Population and Housing
- Monitors daily the movement and output of team supervisors and enumerators in their field of work
- Checks census forms with verification
- Trains team prior to the start of the project and guides them to correct deviations immediately
- Prepares reports to Census Area Head including outputs in field work, issues encountered and development of the project

**Job Title: ASSISTANT STORE MANAGER**

**Company Name: MARKETPLACE (RUSTAN SUPERCENTERS, INC.)**

**Company Address: Leonard Wood Road, Baguio City, Philippines**

**Dates Employed: July 22, 2019 to January 22, 2020**

**Job Description/Duties:**

- Manages the over-all store operations of the **premium grocery shop**
- Prepares sales reports weekly and monthly through commentaries
- Monitor sales, do effective strategies and involve the whole team to be aware if the branch is hitting targets
- Handles treasury funds including gift certificates for sale and ensures its completeness
- Conducts opening and closing standard procedures, notes deviations and corrects it at once
- Checks the selling area including cleanliness, shelves if full of groceries and with shelf talker, staff if properly positioned
- Trains staff and monitors their development and performance
- Ensures daily replenishment, checks the backroom and the extension stockroom
- Performs and maintains display directions
- Involves in the security of the store by being visible in the selling area always and close coordination with the Security Head
- Responsible in ordering specifically fresh stocks like meat, egg, fruits and vegetables
- Responsible in hiring and orientation of staff
- Monitors receiving of deliveries by GR (Goods Receiving) personnel if SOP is followed especially proper documentation
- Handles customer inquiries, requests and concerns
- Involves in marketing by flyering, sharing posts of Rustan's Supermarket in Facebook, Instagram and other social media, telemarketing and text brigade

- Schedules general cleaning of the store and ensures monthly pest control
- Coordinates with other departments such as Merchandising, Marketing and HR and close communication with superiors to successfully achieve the goals of the company

**Job Title: STORE MANAGER**

**Company Name: SURPLUS (a fashion retail store owned by the SM GROUP OF COMPANIES)**

**Company Address: SM City Baguio, Philippines**

**Dates Employed: February 10, 2005-September 09, 2018**

**Job Description/Duties:**

- Manages over-all operations of the **fashion store**
- Conducts opening and closing standard procedures
- Performs sales strategies and meet daily quotas
- Coaches staff to perform responsibilities specifically on customer service to achieve sales target
- Performs and maintains display directions
- Responsible in the implementation of security procedures to prevent losses
- Ensures completeness of treasury funds and sales
- Responsible in hiring and orientation of staff
- Performs organization of stocks in the storage room following standard procedures
- Ensures replenishment of stocks daily
- Responsible in the monitoring of saleable and slow moving stocks, requests for transfer and repeat order of items
- Handles deliveries and follows SOP in receiving stocks
- Responsible in the preparation of monthly reports
- Handles customer inquiries and concerns
- Involves in marketing through text brigade and telemarketing
- Ensures decent housekeeping
- Responsible in the pooling and hiring of employees
- Communicates closely with other departments such as Merchandising, Display, Accounting, Human Resource and Marketing for operational purposes

**Job Title: COUNTER CREW**

**Company Name: POPEYE'S CHICKEN AND BISCUITS**

**Company Address: SM City Baguio, Philippines**

**Dates Employed: June 15-November 30, 2004**

**Job Description/Duties:**

- Handles fund and do cashiering work
- Conducts order taking and serves customers following standard serving time
- Performs suggestive selling to increase sales
- Ensures cleanliness of counter area including utensils
- Conducts distribution of flyers during lean hours of the store
- Responsible of marketing in the mall through getting orders from tenants and do the delivery for free

**Job Title: REVENUE COLLECTION CLERK**

**Company Name: OFFICE OF THE MUNICIPAL TREASURER**

**Company Address: Local Government Unit of San Nicolas, Pangasinan, Philippines**

**Dates Employed: January 10-June 11, 2004**

**Job Description/Duties:**

- Performs encoding of reports in Treasury Office
- Responsible in the release of community tax certificate to citizens
- Conducts release of salaries of tempo employees in the municipal hall in a fort night basis

**Job Title: MACHINE OPERATOR (APPRENTICE)**

**Company Name: TEXAS INSTRUMENTS**

**Company Address: Loakan Road, Baguio City, Philippines**

**Dates Employed: July 24, 2003-January 05, 2004**

**Qualifications Summary:**

- Training in Electrostatic Discharge, 100K, Good Housekeeping Habit (5S) and Safety Procedures

**Experiences Gained:**

- Awareness in a strict and disciplined working area, cleanliness and orderliness with proper observance of High Standard Operating Procedure
- Proven initiative and ability to work with minimal supervision
- Multitasking capabilities

**Job Title: SERVICE CREW**

**Company Name: GREENWICH PIZZA CORPORATION**

**Company Address: Abanao Street, Baguio City, Philippines**

**Dates Employed: October 14, 2002-March 31, 2003**

**Job Description/Duties:**

- Handles fund and do cashiering work
- Conducts order taking and serves food to customers following standard serving time
- Performs suggestive selling to increase sales
- Ensures cleanliness of counter area including utensils
- Conducts despatch of orders to dining crews

**Job Title: KITCHEN CREW/PRODUCTION CONTROLLER**

**Company Name: JOLLIBEE FOODS CORPORATION**

**Company Address: Magsaysay Avenue, Baguio City, Philippines**

**Dates Employed: April 20-October 03, 2002**

**Job Description/Duties:**

- Handles production of grill products such as burgers and breakfast items
- Performs standard procedures in cooking time and preparation
- Acts as Production Controller of the kitchen and follows standards on the availability of items every hour to avoid lapsed items
- Ensures cleanliness of work area and utensils

**Job Title: STORE MARKETING ASSISTANT**

**Company Name: JOLLIBEE FOODS CORPORATION**

**Company Address: Session Road, Baguio City, Philippines**

**Dates Employed: September 16, 2001-February 20, 2002**

**Job Description/Duties:**

- Handles the release of toys included in kiddie meals to customers
- Responsible in the inventory of toys and checks variance
- Performs order-taking during peak hours
- Conducts Jollibee parties in school during Christmas time
- Prepares bulk orders for parties and do packing

**Job Title: COUNTER CREW**

**Company Name: JOLLIBEE FOODS CORPORATION**

**Company Address: Governor Pack Road, Baguio City, Philippines**

**Dates Employed: February 02-July 12, 2001**

**Job Description/Duties:**

- Handles funds and do cashiering
- Conducts order-taking from customers, assembles following standard time and ensures completeness of items
- Shows fast and efficient service to customers
- Performs suggestive selling and up selling for additional sales
- Responsible in the housekeeping of the counter area

**PERSONAL BACKGROUND:**

Civil Status: Married  
Citizenship: Filipino  
Date of Birth: September 18, 1980  
Height: 5'3"  
Weight: 132 lbs.  
Religion: Roman Catholic

**CHARACTER REFERENCES:**

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