



Joanna Marie Paredes Cristobal

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PROFILE

Responsible for increasing web traffic and app downloads thru email marketing. Helps department head to increase sales and transaction to achieve 100% target.

Responsible for updating marketing ads in the website

100 % efficiency in processing admin related to Marketing works.

SKILLS

Project Management



Problem Solving



Creativity



Leadership



WORK EXPERIENCE

ADVERTISING AND PROMOTIONS SUPERVISOR

WalterMart Supermarket Inc

April 2018 - Present

- Incharge of increase Sales and Transactions
- Assist customers for ordering groceries thru concierge (Viber, Email and etc.)
- Handle customer inquiries and complaints.
- Comes up with unique email design for blasting

SALES TRAINING SUPERVISOR / OFFICER IN CHARGE

Boardwalk Business

Ventures Inc.

Nov 2010 -March 2017

- Incharge with instore sales and transactions to achieve 100% target
- Conduct trainings to personal shoppers to increase their sales and income

MARKETING OFFICER

Puregold Price Club Inc.

April 2008 - Sept 2010

- Worked on in store marketing campaigns
- Handled store transactions and assist customers
- Handled multiple projects and programs for instore marketing campaign

EDUCATION HISTORY

Bachelor in Mass

Communication

June 2004 -April 2008

Pamantasan ng Lungsod ng Maynila

- Post Graduated in Mass Communication.
- Gained extensive training and successfully accomplished all courses for mass communication. Take Public Relations, Advertising, Broadcasting, Script writing, Dramatics and etc.

Immaculate Concepcion

Child Development Center

June 2000 - April 2004

- Secretary / Member of Computer Math Club
- Consistent Honor and Department Awardee

TRAININGS ATTENDED

- SUPERVISOR TOOLKIT
- ANALYTICAL PROBLEM SOLVING
- PERSONAL MASTERY & SYSTEMS THINKING
- DELIVERING OUTSTANDING CUSTOMER SERVICE
- BUILDING HIGH PERFORMING TEAM IN NEW NORMAL