



Leandro Cervania Naval

Multi-faceted Professional

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Education

Bachelor of Arts, Major in
Organizational Communication
[De La Salle University – Manila](#)
Jun. 2000 – Apr. 2004
Dean's Lister

High School Diploma
[San Jose Academy](#)
Jun. 1996 – Mar. 2000
First Honorable Mention
Best in Conduct

Work Experience

Marketing Manager | Asiaone Professional Support Services, Inc. (Assigned to Batangas Lakelands)

Oct. 2022 – Present

- Currently performs all of the tasks of the Corporate Communications Specialist, the previous position, due to lack of replacement at this time
- Attends management meetings on behalf of the Marketing Team
- Manages one (1) staff at the moment

Corporate Communications Specialist | Asiaone Professional Support Services, Inc. (Assigned to Batangas Lakelands)

Nov. 2019 – Sep. 2022

- Conducting market research to check out the latest trends in tourism and marketing, with focus on new opportunities to promote the company's services
- Creating marketing plans and programs in line with the results of the market research
- Conceptualizing new marketing promotions including pricing and packaging
- Executing marketing campaigns including copywriting, supervising the creation of ad materials, and placing of ad materials in different offline and online channels especially social media
- Post boosting on social media and analyzing the results and analytics that come with it
- Managing the content of all information released in the company's social media accounts, official website, and other online platforms
- Coordinating and maintaining relationships with the media, ad agencies, partners, and vendors

HR Specialist | Harbor Star Shipping Services, Inc.

Aug. 2018 – Nov. 2019

- In-charge of timekeeping, disciplinary actions, appraisal and regularization processes, employee movement, orientations, health cards, employee events and CSR, recruitment, etc.
- Served as supervisor to 2 HR assistants who are in charge of recruitment, timekeeping and benefits (government and company)

Language

Fluent in English and Filipino,
both written and spoken

Skills

Digital & traditional marketing
Creative writing
Basic photography
Basic videography
Basic graphic design
Training personnel
Strong administrative skills
Hotel front office operations

Software

Microsoft Word
Microsoft Excel
Microsoft Powerpoint
Adobe Photoshop
Fidelio 6.2
Fidelio Opera

Awards & Recognition

Nominee
Mabuhay Awards 2006
Represented Diamond Hotel
as nominee for the rank and
file, front of the house division
of the most prestigious
awarding event of the
hospitality industry in the
Philippines

Diamond Star Employee of the
Year 2005
Chosen as the model
employee of the year of
Diamond Hotel

Work Experience

Faculty Teacher | Canadian Tourism and Hospitality Institute (Part-time)

Jan. 2018 – Feb. 2018

- Handled a full subject module – Resort Management – as a teacher to students taking up the Hospitality and Resort Management (HRM) course on a part-time capacity

Administrative Officer – Mobile Communications & Front Desk | Bayview Technologies Inc.

Mar. 2017 – Dec. 2017

- Managed 800 company-issued mobile communication devices and 600 sim cards from canvassing and purchasing to issuance and inventory
- Handled the day-to-day tasks of the company's receptionists

Front Desk Manager | Crimson Hotel Filinvest City, Manila

May 2016 – Jan. 2017

- Overall in-charge of Front Desk and Telephone Services' manning and daily operations
- Handled 12 employees including 2 supervisors

Corporate Communications Officer | Thunderbird Resorts

Jan. 2015 – Mar. 2016

- Conceptualized hotel room promotions and monitored the sales revenue
- Served as Sales & Marketing Department's Corporate Writer, in charge of writing press releases, sales letters, guest letters, email blast & text blast write-ups, ad spiels, marketing materials, etc.
- Facilitated production of marketing collateral in coordination with the Hotel GMs, Casino Heads, Director of Sales & Marketing and graphic artist
- Formulated the Work Order flow and form for marketing collateral
- Monitored and controlled the inventory of physical marketing collaterals
- Monitored and managed the company's social media sites and website content
- Spearheaded the CSR activities of the company
- Facilitated company internal events such as the launching of a new hotel wing

Personal Information

Born on August 29, 1983
in Manila, Philippines

Hobbies & Interests

Basketball
Photography

Attributes

Organized
Easy to work with
Customer oriented
Always willing to learn

References

Available upon request

Work Experience

- Assisted media partners in their property immersions, shoots and interviews for media features
- Drafted and presented the marketing plan and budget for 2016

Sales Promotions Specialist – Print Products | Diwa Learning Systems, Inc.

Oct. 2012 – Dec. 2014

- Monitored and analyzed the performance of the sales team based on revenue produced
- Developed and implemented incentive campaigns for agents and clients

Duty Manager | Diamond Hotel Philippines

Aug. 2011 – Dec. 2011

- Monitored the operations of a 500-room, 5-star hotel in Manila
- Primary handler of guest complaints and major hotel issues

Public Relations/Marketing Communications Supervisor | Diamond Hotel Philippines

Jul. 2009 – Jul. 2011

- Wrote the hotel's press releases and text contents of hotel materials
- In-charge of executing marketing campaigns through email blasts and mobile messaging systems
- Monitored and updated contents of hotel website and online social media
- Facilitated and coordinated the production of marketing collaterals
- Monitored and assisted all media activities involving the establishment
- Served as the hotel's main photographer and events documentation officer

Front Desk Supervisor | Diamond Hotel Philippines

Sep. 2007 – Jun. 2009

- In-charge of the front desk's overall operations
- Handled the reports, duties and responsibilities of each staff, shift schedules, meetings and trainings

Front Desk Clerk | Diamond Hotel Philippines

Sep. 2004 – Sep. 2007

- In-charge of check-in and check-out of guests, currency exchange and hotel information