

- Strengthen the database and email subscribers for the newsletters. Increased the email opening and click-through ratio with Liana Emailer platform. Supported the hotels operational team and help drive better experience for every guest with the used of real-time customer listening tool, Local Measure platform.
- Increased revenues and drive various brand projects such as Family at Novotel, Ibis Mission 15, The Art of Housekeeping, Dubai Food Festival, Dubai Shopping Festival, Dubai Summer Surprises, Pullman Artist Playground, Active Show by Sarah Hoey, IMG Worlds (Festival of Freight).

Cluster Marketing Executive

2013 – 2015

Integrated Support Services (Novotel & Ibis), Dubai, UAE  

**Novotel Dubai Deira City Centre, Novotel Suites Dubai Mall of the Emirates
Ibis Dubai Deira City Centre, Ibis Dubai Mall of the Emirates, Ibis Dubai Al Rigga**

- Developed the marketing and communication plan across the properties including the implementation of the Accor Middle East brand.
- Established effective F&B promotions campaigns and provided all the point of sales materials, graphic designs, social media calendar, monthly newsletters and partnership.
- Presented good reputation of hotels brand during sales trade exhibition by providing creative artworks, banners, factsheets, brochures and selected the best giveaways for corporate and leisure segment clients.
- Maintained and updated the hotel information in brand websites, intranet site and internal marketing pages. Monitored the online scores from booking.com and expedia.com.
- Created the corporate sales communication flyers which include Airlines Offer, Government Offer, etc.
- Generated revenue and collaborated with the best selected partners such as The Entertainer, Etisalat, The Traveller, Mashreq bank, NBD, Dubai Islamic, Rak bank, etc. Cross exposure and partnership with Mall of the Emirates, Deira City Centre Dubai Mall and Majid Al Futtaim group.

Cluster Sales Coordinator

2011 – 2013

Central Service (Pullman, Novotel & Ibis), Dubai, UAE   

**Pullman Dubai City Centre, Novotel Dubai Deira City Centre, Novotel Suites Dubai Mall of the Emirates
Ibis Dubai Deira City Centre, Ibis Dubai Mall of the Emirates, Ibis Dubai Al Rigga**

- Conducted daily reports, sales meetings, weekly key wins and market intelligence for corporate and leisure segments.
- Monitored productivity reports and reinforced deadlines to the sales team. Submitted the monthly/yearly production reports in corporate and leisure segments.
- Prepared the yearly corporate contracts for more than 300 clients, communicated the rates to the revenue and reservation department.
- Taken additional responsibilities to support the marketing team by creating collaterals and marketing contracts with partners.

Desk Coordinator

2007 – 2011

Sofitel Deira City Centre, Dubai, UAE 

- Assist the guests with the information, requests, complains via phone calls. Manage the store requisition, rooms' amenities and purchase orders according to the budget. Handles the lost and found section for the guests.

EDUCATION

 **Master of Arts in Computer Education 2024**
AMA Computer University, Project 8, Quezon City

INTERESTS



 **CPE - Certificate in Continuing Professional Education in 2022**
Immaculada Concepcion College, Soldiers Hills, Caloocan City

 **Bachelor of Science in Computer Engineering in 2005**
AMA Computer University, Fairview campus, Quezon City

CERTIFICATES & TRAININGS

NCII Computer Repair and Maintenance (Tesda)
Guest Speaker in Polytechnic University of the Philippines, Lopez, Quezon branch
Pamana ng Lahi: A Language and Culture
Computer Designing Photoshop, Illustrator, Dubai, UAE
Microsoft Certified Professional

REFERENCES

Tala High School, Caloocan City, Philippines
Ms. Bernadeth Limson, Ph. D., Dean
Mr. John Patrick Palad, Ph. D., SDO Caloocan - johnpatrick.palad@deped.gov.ph, 09451605947

Teleperformance, Philippines
Mr. Raffy Boy Tolentino, Supervisor, 09982478975

Accor Dubai, United Arab Emirates
Ms. Amal El Ansari, General Manager, ibis Hotel
Ms. Jocelyn Lapure, Talent and Culture Manager at Novotel,
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