

Nanyenika Mellissa Trinidad

Business Marketing

✉ nmstrinidad@gmail.com

☎ (437) 477-0808

📍 Toronto ON

Personable and goal-oriented Marketing Representative who thrive for company growth. Creative and data-driven candidate with extensive knowledge of marketing strategies and media research. Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.

Summary of Qualifications

- Recent graduate of Business Marketing
- Bachelor of Business Administration major in Financial Management.
- 3 years of experience in Marketing and Sales Representative
- Territory management trained for Marketing and Sales
- Skilled in business planning through strategic promotion and marketing
- Strong communication skills oral and written and critical problem solving
- Computer skills include proficiency in Microsoft tools, Canva, Qualtrics, Lightroom

Education

Centennial College

- Business Marketing
- Toronto ON

2023

University of the Cordilleras

- Bachelor of Science in Business Administration
- Baguio City, Philippines

2017

Work Experience

Administrative Assistant

Village Rehab Team - February 2023 to Present

- Ensured accurate record-keeping with diligent data entry and database management for vital company information.
- Professional communication with customers and colleagues written and oral.
- Delivered excellent customer service through prompt responses to client inquiries, addressing concerns effectively, and building strong relationships.
- Optimized calendar management for executives by scheduling appointments strategically while considering priorities and minimizing conflicts.

Professional Marketing Representative

SV MORE Inc. - November 2018 - August 2022

- 20% growth of target sales in first quarter upon hiring
- Streamlined internal communication processes, improving collaboration between departments and enhancing overall efficiency.
- Conducted market research to identify trends and opportunities, informing strategic marketing decisions.
- Optimized digital advertising initiatives by monitoring analytics data and adjusting strategies accordingly for improved performance.
- Developed compelling marketing materials for product launches, resulting in heightened consumer interest and sales growth.

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Professional Service Representative

Natrapharm Inc. - March 2018 - August 2018

- Coordinated with sales and operational teams to verify alignment of marketing initiatives with company goals.
- Developed and implemented comprehensive marketing strategies to increase brand awareness and customer acquisition.
- Created and launched campaigns across digital and traditional channels to drive sales.
- Managed budget for marketing initiatives, carefully keeping spending within allocated limits.

Certification

Microsoft Word Specialist

2022

Microsoft Excel Specialist

2023

Google Analytics

2023

Hubspot Social Media

2023