



5025 North Road, Raminel Subd., Veinte Reales, Valenzuela City | 32 years old |
09672231934 and 09310581501 | fay.sevadera@gmail.com

GALLUP STRENGTHS

Intellection | Restorative | Individualization | Arranger | Achiever

Professional Exam Passed: Civil Service Eligibility (Professional Level)

KEY STRENGTHS

- Have proven record in hitting sales targets and KRA
- Professionally and expertly delivers technical presentation
- Best at building customer loyalty through strengthening client relationship and understanding needs to provide appropriate solutions
- 9 years of delivering sales, customer service and experience
- Skilled in negotiations, upselling and account recovery
- Able to manage people and handling multiple accounts simultaneously
- Leads and motivate people, a leader by example in order to make each team member a team player

PROFESSIONAL EXPERIENCE

Senior Sales Area Manager (July 6, 2023 to Present)

Leslie Corporation

- Oversee the North Luzon region and ensure sales targets and project deadlines are met accordingly
- Be on top of 100 stores with 256 Food handlers, monitors area profitability and propose programs to help franchisees and Area Managers improve or turn around business condition
- Act as an officer-in-charge and do reports in the absence of a Regional Franchise Manager
- Lead team in the assigned region and collaborate with other departments to achieve objective

Sales Area Manager (April 2018 - July 5, 2023)

Leslie's Corporation

- Coach and guide franchisees in their businesses by suggesting marketing activities, regular P&L review and assessing current situation of the franchised business to create and propose support programs.

- Execute policies made to improve store appearance, cleanliness, customers service and product quality rating
- Monitor effectiveness of the policies and marketing through constant communication with franchisees, store visits, sales analysis and food handler coaching
- Lead weekly work team meetings in the area to align the support team in the plans and programs that will improve the area condition

Sales Engineer (August 2013 to February 2017)
Thermovar Pipes Sales and Services

- Conduct technical presentation on- site about PPR pipes and other assigned products to address client requirements and to provide accurate solutions
- Assist client inquiries from quotation, sales order and post sales requirements
- Attends product biddings, planning and negotiate based on price and standard advantage
- Build client relationship through regular meetings, calls and sports event

EDUCATIONAL BACKGROUND

Masters in Business Administration (On-going)
 Bulacan State University • Malolos Bulacan

Bachelor of Science in Business Administration (Major in Marketing Mgt.)
 Pamantasan ng Lungsod ng Valenzuela (2007 to 2011) • Valenzuela City

High school (Secondary Education)
 Dalandanan National High School (2003 to 2007) • Valenzuela City

Elementary (Primary Education)
 Libtong Elementary School (1996 to 2003) • Meycauayan City
Valedictorian

CHARACTER REFERENCES

Ignacio D. Luna III | Training Delivery Senior Specialist at Google Operations Center • 09175197233

King Andrew Fernandez | Team Lead at Honeywell • 09058951088 or 09454970737

Ferdinand Obuyes | Regional Franchise Manager at Leslie's Corporation • 09257242375