

Ricia Baldo

Marketing and Business Development Executive

Detail-oriented and fast-learning, with excellent communication and interpersonal skills. Strong inclination and willingness to adapt, and contribute to improvement. Hardworking and patient. Responds well to pressure. Relationship-builder, team-player. Experienced in working in fast-paced environments and is always able to quickly understand the mission, vision and values of a company. Skilled in creating customer-centric initiatives and developing strategies to attain brand goals. Analytical in revamping marketing plans to meet dynamic needs and achieve targets.

Work History

April 2022 - Sales and Promotions Supervisor

May 2023 *Cultural Center of the Philippines*

- Create promos and marketing initiatives for events and programs on Philippine culture and arts
- Leads e-mail marketing efforts and enrich database
- Writes copies, letters and communications to partners and prospects
- Inputs in community management for socials
- Handles market research and satisfaction survey

Oct 2021 - Account Manager

April 2022 *EON Public Relations Agency*

- Led a production team to create and shoot an AVP for a government account
- Managed daily report of press releases, scout for possible crises, and craft official responses when needed
- Prepared pitches for prospect clients while doing main task
- Dealt with KOLs for an influencer-reliant account

May 2016 - Marketing and Business Development Executive

June 2021 *PHAR Partnerships Inc. (Ayala), Makati City, Metro Manila, Philippines*

- Built lasting partnerships with all stakeholders through planned out marketing activities
- Organized and managed events such as product launches, research unveiling, road shows, CSR affairs, and annual thanksgiving gatherings
- Closed and supervised roll out of signed deals to ensure smooth campaign flow and client satisfaction

Contact

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Phone

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E-mail

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Skills

Marketing Plan
Development

Story Development and
Brand Management

Social Media
Management

Prospect Targeting

E-mail and Direct Mail
Marketing Campaigns

Creative content
production

Research Marketing

Sales and Promotions

- Created and developed content for social media and ATL campaigns
- Wrote engaging copies and articles for target audiences to enhance customer engagement
- Led market research to build strategic campaigns for prospect and existing brands
- Prepared decks, campaign proposals and reports
- Helped in effective production and distribution of marketing materials and tools for Sales team support

Sept 2013 - Key Accounts Sales Officer / Communication Assistant

Mar 2016

Weaves of Asia International Trading, Makati City, Metro Manila, Philippines

- Supervised hotel and resort projects for export and import of fabrics of a distribution company
- Provided support to the owner of the company in managing key accounts / key projects
- Prepared bid documents and quotations based on varying formulas that required keen attention to details and patient to multiple revisions
- Maintained coordination with the Operations Team to ensure systematic and timely delivery of services
- Met with Interior Designers, Architects, and decision-makers for project requirements and plans
- Communicated with foreign investors for orders and to keep track of shipping schedules

July 2012 - Account Management Specialist

Mar 2013

Megaworld Corporation, Makati City, Metro Manila, Philippines

- Performed tasks as part of an income-generating for a real estate group
- Managed 200-500 accounts worth millions in a month, and prioritized the allocated amount of time required per account
- Prepared reasonable monthly reports to identify necessary support and contribution to the team, and strived to achieve monthly quota
- Maintained good client relationships through a professional and effective manner
- Conducted on-site meetings, to discuss and resolve any impending issues
- Recorded transactions and accounts to MWAS and SAP



Software

Office Suites

Photoshop / Canva

Video Editor

Accounting systems



Internship

- Jul 2012 - Oct 2012 - On-the-Job Training, Production Assistant and Coordinator, Production Village, Makati City, Philippines
- Jan 2008 - Feb 2008 - On-the-Job Training, Store Marketing Assistant, Jollibee Foods Corporation, Manila City, Philippines



Accreditation

Accreditation Body: Civil Service Commission/CSC, Quezon City, Metro Manila, Philippines
Accreditation Status: Certification of Eligibility (Career Service Professional Examination)
Issued On: July 2019



Education

June 2008 - **Bachelor of Science: Mass Communication**
Mar 2012 *Pamantasan Ng Lungsod Ng Maynila - Manila, Philippines*

References available upon request