

## **ARIEL ESGUERRA CEDILLO**

Single, 48 years old, and in best physical and mental condition

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### **Purpose of Role:**

Involves in representing the organization to our current and potential customers in virtual or face to face interactions via the Sales process. And required to achieve sales targets and are eligible to receive related commission.

Serve as a Account Executive in Federal Express Pacific LLC for 4 years now, and as a Territory Account Manager in TNT Express Worldwide International for 4 years as well, whose primary role is business development, maintenance and client relationship (direct & free trade zone accounts). Actively seek new customers and make capabilities presentation on behalf of the company. Develops written proposals for client authorization, develops annual revenue goals and sales plan to achieve them. Monitors competing network's performance to be able to prepare strategies to counter them.

### **Key Accountabilities:** (Account Executive)

Research & Analysis  
Technical Expertise  
Continuous Improvement  
Planning  
Maximizing Opportunities  
Project Management  
Compliance

*Mr. Ariel E. Cedillo has an extensive 10 years experience in pharmaceutical detailing, as a Professional Medical Representative in 3 companies, namely ASTA MEDICA, HEXAL PHILS INC and have a short stint as a District Sales Manager at Integra Pharma Inc; Makati City, one of the leading local pharmaceutical generic company in the Philippines. During his career as a District Sales Manager, he was responsible for team of Medical Representatives of a given district/region whose objectives is to deliver the peso and unit sales requirement in a period/or periods, and to coordinate all programs implemented with the central operations. He was a Distinct Sales Manager which coordinates and orchestrate the promotional activities of a region or team of Medical Representatives and supervising them on how to achieve targeted quotas out of the activities done in their respective assigned territory. He was likewise served as a Medical Clinic Staff Nurse for private clinic of Dr. Eduardo Poblete at St. Luke's Medical Center. He was responsible in maintaining attentiveness to patients/customers*

*needs; initiates steps that comply with their requirements to meet and exceed their satisfactions efficiently. He was a Medical Clinic Staff Nurse which prioritizes care according the needs of his individual patients and considered number of patients assigned to him in the implementation of his plan of care with an excellent performance in coordinating other affiliated doctors and hospitals for proper coordination of patients medical status. He was also in charge of observing for signs and symptoms of a disease and gathers accurate data regarding the health status of the patient and identifying actual and potential problem. With his good judgment and diligence, Mr. Cedillo is very reliable, able to work under pressure, flexible enough to work almost anyone, and very much eager to learn more.*

## **POSITION DESIRED : NURSING ASSISTANT**

### **OBJECTIVE**

To be able to provide and facilitate proper sales coordination for our team, help achieve team's target sales plan every month and YTD. Implement current company's sales and marketing programs that can increase global territory sales performance and help achieve plan. Cooperate with global team members on how to promote our products and implement global agreed account SOP's that can maintain global enterprise accounts and persuade target accounts to believe on our company, our services and speaks highly of us. This are geared towards the achievement of our goals and in the organization for which I am applying for.

### **EDUCATION:**

**1995** - Registered as a Professional Nurse by PRC, Philippine Regulation Commission, Manila, Philippines

**1990 - 1994** - Bachelor of Science in Nursing (BSN), Our Lady of Fatima College, Manila, Philippines

### **EXPERIENCES:**

- 1. JUNE 01 2018 – UP TO PRESENT – Federal Express Pacific LLC ( Account Executive )**
- 2. APRIL 21, 2014 - MAY 31, 2018 – TNT Express Worldwide International Inc ( Account Manager )**
- 3. NOVEMBER 2008 – APRIL 15, 2018 – UPS DELBROS International Express ( Account Executive / Major Account Executive )**

## **ACCOUNT EXECUTIVE (AE)**

### **Duties and Responsibilities**

- Responsible on coordinating to import / export coordinators about their shipments to different countries affiliated to FedEx Express / TNT Express, creating problem resolutions that can be beneficial to both parties. Handling accounts from Peza and Non Peza accounts from Rosario / Bacoor Cavite area..
- Achieving sales target every month set by the by sales department, enable to maintain the developed accounts, and convert other untapped accounts in the area.
- Work with the company's pride and passion by obtaining the full trust of our customers by rendering good quality service, providing value added tools to believe on our products, pledged our unwavering commitment, and increase sales performance of the area every month, every quarter and year to date.

## **4. AUGUST 2008 – OCTOBER 2008 – AL HOSN MEDICAL CENTER, ABU DHABI, United Arab of Emirates ( UAE )**

### **PROFESSIONAL NURSE**

#### **Duties and Responsibilities**

- Assisting Medical Doctor on duty to perform in some minor surgeries for OPD patients.
- Preparing nursing care plans for private patients, health teachings / lecture done.
- Monitoring patients for procedures such as hemodialysis, Cardiac stress test, ECG, and uroflometry .

## **5. JANUARY 2008 - JULY 2008 - INTEGRA PHARMA INC; Makati City, Philippines**

### **DISTRICT SALES MANAGER ( DSM )**

#### **Duties and Responsibilities:**

- Assistance in arriving at team peso and unit target and decides in the individual quota spread through consultations with the member.
- Observes individual medical representatives strength and areas of improvement and likewise devises programs based on needs analysis so that improvement can be worked on during double visits.

- Coordinates selling and promotional sales counterparts including key accounts so that targets are discussed with due recommendations.
- Maintain frequent and balanced visits to territorial sales, manages, to observe implementation of current plans and strategies, to review medical representatives on quarterly companies product knowledge, salesmanship, and training designed to improve productivity.
- Keeps quarterly cumulative and annual appraisals of individual medical representative as a basis for salary increases, merit bonuses, job enrichment program for future promotion and / or termination.

**6. OCTOBER 2005 – DECEMBER 2007 – INTEGRA PHARMA INC; - Medical Representative**

**SEPTEMBER 2002 – SEPTEMBER 2005 – HEXAL PHILS INC; - Medical Representative**

**AUGUST 1999 – AUGUST 2002 – ASTA MEDICA PHILS INC; - Medical Representative**

**PROFESSIONAL MEDICAL SALES REPRESENTATIVE**

**Duties and Responsibilities**

- Responsible in promoting ethical generic products for the right doctors in respective field of specialization.
- In charge of creating continuous promotional activities, in the assigned territory, to be able to generate more prescriptions and demands of the products.
- Developing areas of configurations by increasing sales performance of the products and persuading all target doctors to believe on our products, prescribe our brands and speaks highly of our company.
- Responsible in submitting administrative reports such as monthly sales performance, sales analysis, market analysis, and comparative sales performance of assigned territory.
- Function as a team leader of the district to implement sales and marketing programs needed to help achieve sales target every month.

**7. MARCH 1995 – JULY 1999 – ST. LUKE’S MEDICAL CENTER, Medical Arts Building, Quezon City, Philippines**

**Medical Clinic Staff Nurse - for private patients of Dr, Eduardo Poblete**

- Direct reporting Geriatric consultant.

- Maintaining alertness and opportunities for service enhancement; endeavors to continually improve quality of work.
- Utilizing the nursing process as a theoretical frameworks of giving care and involve relatives in the planning of such care.
- Executing physicians order concerning treatments and medications with an understanding of cause and effect thereof.
- Executing independent nursing treatment and procedures for patients and giving health teachings for disease process if necessary.

### **HIGHLIGHTS OF QUALIFICATION:**

A proven self starter who can work independently  
 Reliable and adaptable  
 Can easily cope up with changing situations  
 Willing and able to handle variety of tasks

### **PROFESSIONAL DEVELOPMENT**

- 2022** – FedEx sales training and annual sales kick off ( May 2022 ) ( Virtual )
- 2019** – IMFM ( Is Management For Me ) preparatory training on supervisory level
- 2018** - FNH Training for new FedEx sales account managers ( Shanghai China )
- 2018-** ASM – Annual Sales Meeting ( Bangkok Thailand )
- 2007-** Sales Ignite / TNT collaborative sales management training ( Makati Rada )

**COMPUTER APPLICATIONS** - Literate in MS: Microsoft Software ( combination of MSW, MSE, MSO, and Powerpoint presentation )

### **LANGUAGE**

Fluent in ENGLISH AND FILIPINO ( Tagalog )

### **CHARACTER REFERENCES:**

- Ms. Meliza Morato – District Sales Manager - FedEx Express Pacific LLC ( 0917 – 8463453 )
- Ms. Sonnielyn Tiu – District Sales Manager of ISE’s – FedEx Express Pacific LLC ( 0917 – 8463033 )
- Ms. Mary Anne Bernardo – National Key Accounts Manager – TNT Express Worldwide International ( 0917 – 8809810 )

### **PERSONAL BACKGROUND:**

Born on August 30,1973 in Manila City Philippines of Filipino parents. I'm still single. Stands 5'6" and weighs 145 lbs. Fluent in English and Filipino. Hardworking, organize, dedicated, and honest are the qualities that best describes me.