

ARIANNE MELODY LLANES-MISTA

Cross-Sector Growth and Linkages Strategist

Partnerships | Program Management | Business Development | Stakeholder Engagement

Address: Lipa City, Batangas, PH
WhatsApp|Viber: +639272959331
Email: mistaarianne@gmail.com
Website: <https://bit.ly/CV-AMLMista>

SUMMARY

Cross-Sector Growth and Linkages Strategist with 15+ years of experience leading partnerships, programs, and strategic growth initiatives across education, government, and private-sector environments. Known for stakeholder engagement, business development, coordination, and high-level correspondence that connect institutions, align priorities, and deliver high-impact results.

WORK EXPERIENCE

Business Growth Strategist | CUMULi Trainings

Jun 2023 - Mar 2026

- Established an online digital skills training center delivering practical courses in **AI and automation, robotics, freelancing, digital marketing, e-commerce, and workforce readiness** across the Philippines and Asia.
- Connected freelancers, trainers, MSMEs, and institutional partners nationwide, with active training and mentorship reach in Region 3, Region 4A, and offshore expansion initiatives.
- Developed and implemented training programs for diverse audiences, integrating new technologies, interactive methods, learner feedback, and measurable program outcomes.
- Provided **tailored social media strategy, campaign management, and performance optimization** for clients in higher education, hospitality, construction, architecture, beauty, wellness, and real estate.

Sales and Marketing Specialist | Vertisystem-MOURITech

Dec. 2021 - Nov. 2025

- Analyzed performance metrics and implemented consistent analytics monitoring to improve **audience engagement, brand visibility, and LinkedIn follower growth**.
- Oversaw technical assistance and creative strategy for marketing collateral, strengthening brand perception and audience trust across digital platforms.
- Identified market trends, supported **product positioning strategies**, and **coordinated cross-functional teamwork** to optimize sales approaches and strengthen client loyalty.
- Managed **SEO optimization, social media engagement, content calendars, and email marketing** campaigns to increase lead acquisition and sales effectiveness.

Program Head | CRAFT Learning Hub

Aug 2023 - May 2024

- Successfully registered two TESDA qualifications - Barista NCII and Events Management Services NCIII - and prepared 20 hospitality program offerings.
- Led pre-operation **project management**, including budget monitoring, facility renovation, fit-out coordination, procurement, and resource planning for a two-storey training facility.
- Created TESDA-aligned **course outlines, livelihood training programs, and staff competency development** initiatives responsive to community needs.
- Designed the company **brand kit, including logo, merchandise, and visual identity placements** for cohesive branding across platforms.
- Supervised administrative and **daily program operations, streamlined processes, managed stakeholder engagement**, and ensured compliance with operational policies and timelines.

Digital Skills Trainer |

Apr 2021 - Jan 2024

Department of Information, Communications and Technology (DICT)

- Achieved an 80-90% training-to-hiring success rate for DICT-initiated programs specializing in **General Virtual Assistance, Social Media Marketing, and Graphic Design with Canva**.
- Designed and facilitated tailored modules aligned with local industry demands, digital workforce needs, cybersecurity basics, and participant skill gaps.

Executive Support Consultant for Business & Program Development, in-charge of Human Resources, Marketing & Partnerships | The Meradian School, Inc.

Apr 2021 - Jan 2024

- Boosted student enrollment by 100% through innovative graphic design, strategic marketing collateral, and targeted social media campaigns.
- Secured key partnerships with ASUS Philippines, DOST, and SEAMEO to support school program development and institutional visibility.
- Resolved **legal, staff benefits, and business permit issues** to ensure **compliance, operational continuity**, and improved internal coordination.
- Led **strategic planning, staff training, partnership development**, and turnaround initiatives for underperforming business units.

QATAME Associate/ ICT Coordinator/ Career Guidance Advocate/ Teacher | Department of Education - Bolbok Integrated National High School

Jun 2016 - May 2024

- Played a key role in achieving School-Based Management Level 2 Certification through **Quality Assurance, Technical Assistance, Monitoring, and Evaluation** support as Schools Division Associate.
- Resolved technical challenges involving **data management**, internet connectivity, and network infrastructure to support seamless school operations.
- Coordinated educational programs to **enhance student engagement, academic performance, teacher professional development, and career guidance initiatives**.
- Maintained documentation systems, updated records, and improved resource allocation through inventory management and organized project materials.

Academic Coordinator | Treston International College

May - Oct 2015

- Secured TESDA, CHED, and DepEd accreditations for the Senior High School program, supporting compliance with regulatory standards.
- Led and assisted SHS **business planning, program development, implementation, scheduling, and resource coordination** for faculty and students.
- Built partnerships with **local businesses for internship opportunities** and promoted program courses, activities, and accomplishments to **support recruitment and retention**.
- Streamlined academic processes, supported curriculum implementation, and contributed to continuous improvement of learning experiences.

EDUCATION

**Bachelor of Secondary Education, major in English
FIRST ASIA INSTITUTE OF TECHNOLOGY & HUMANITIES**

Jun 2007 - Apr 2011

- Jose Rizal - CALABARZON Scholar
- Student Founder - Multimedia Arts Guild
- Deputy Head Commissioner - FAITH COMELEC
- Director - Performing Arts Society

ADDITIONAL INFORMATION

- **Technical Skills:** Documentation and Correspondence, Digital Marketing, AI and Automation, Graphic Design, Copywriting, Curriculum Designing, Strategic Planning, and Project Management
- **Languages:** Tagalog, English C1, Studying Japanese and Mandarin
- **Certifications:** Licensed Professional Teacher, Career Service Professional, TESDA TM1 holder, Google Certified Educator Level 2, Adobe Creative Educator Level 2, Events Management NCIII, Bookkeeping NCIII, Tourism Promotion Services NCII, Food and Beverage Services NCII, Cookery NCII, Google Analytics Certified, Gemini Educator Certified
- **Apps:** Google Workspace, Trello, ClickUp, SocMed (FB, IG, Threads, LI, YT, Medium, Github), Meta Business Suite and Creator Insights, GA4, SEOQuake, SEO Yoast, MailChimp, ManyChat, HeyGen, Hailuo, ChatGPT, Perplexity, Claude.