



KEISHA DAWN FLORES

Area Marketing Officer

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Crossing Aguisan, Himamaylan Ciity, Negros Occidental 6108

EDUCATION

BS Business Administration
Major in Management

University of Asia and the Pacific
2012 - 2016

Primary & Secondary Level

Bacolod Tay Tung High School
2002 - 2012

SKILLS

- Multi-lingual (English, Tagalog, Hiligaynon, minimal Chinese & Korean)
- Proficient in Microsoft Office
- Project Management/ Events Planning
- Administrative skills
- Research
- Team work
- Management skills
- Organizational skills
- Logo/layout designs
- Digital Marketing
- Interpersonal Planning

MAJOR ACHIEVEMENTS

- Dean's list (SY 2014-2016)
- Best in Marketing Plan for "A Market Entry: Reversible Shoes (SY 2014-2015)
- 3rd Best Thesis: "Perceived Level of Awareness of Corporate Social Responsibility Activities and its Effect on Brand Equity: The Case of Pilipinas Shell"

CERTIFICATIONS

- Lean Six Sigma - White Belt
- TESDA NCIII - Pharmacy Services
- Basic Occupational Safety and Health (BOSH)

REFERENCES

MARIA SOFIA ANGLO

Lazada Philippines | Category Manager
Phone: +63 927 899 3068
Email: mariasofia.anglo@uap.asia

JOVELYN BLANCAFLOR

GBx Pharmacy Corporation | President
Phone: +63 945 076 8028
Email: jovelyn.blancaflor@yahoo.com

WORK EXPERIENCE

Area Marketing Officer 2023 - Present
Prince Retail Group | Cebu

- Implementation of Promos and Brand Activations
- Regional Marketing Operations for Supermarket Chain
- Store Planning and Design - Signages, Fixtures and Assets

Store Manager 2021 - 2023
Triple K Pharmacy I Binalbagan

- Admin functions of the drugstore
- Inventory Management
- Assists and monitors the pharmacy assistant under the direction of the pharmacist
- Performs the duties and responsibilities of pharmacy assistant

Soical Media Marketing Officer 2017 - 2022
Freelance | Multiple Clients

- Handles social media accounts (FB, IG, facebook Ads)
- Facebook Ads Management
- Content creation (Conceptualization to Output)
- Photography Services

Clienteles: Butterfly Kisses Cosmetics, Woodchuck Manila, Ian Darcy
Fragrances, Manilachon, Beaufaces Cosmetic Surgery & Facial Center, et. al.

Marketing Assistant (Events Team) 2016 - 2017
Viviamo Inc. | Mandaluyong City

- School sponsorships
- Coordinate with suppliers, non-profit organizations, clients, brand partners and attendees
- Event conceptualization, preparation, and coordination
- Contact speakers, bloggers, influencers, and celebrities

Events:

- Wrangler PR Planner Launch
- BDJ Rendezvous 2017: Woman Up
- BDJ Women's Summit 2017
- BDJ Passion Series: Sharpie de Mayo

Marketing Intern April - May 2016
Forever Flawless Face and Body Center Inc. | Pasig City

- Manage shipments of marketing collaterals to 45 clinics
- Accomplished social media competitive checks
- Assist for events and production shoots
- Prepared pre- and post-event requirements
- Completed product inventory of the department

Marketing Intern April - May 2015
Accent Micro Technologies Incorporated (AMTI) | Pasig City

- Generates write ups for the company's website
- Marketing Plan for AMTI's solar panel products and solutions

Vice President for Research and Evaluation S.Y.
2014-2016
CATALYST of UA&P | Pasig City

- Organizing committee, Real Love Revolution 2015)
- Project head, 2nd Outreach Fair (2016)
- Project head, 1st Outreach Fair (2014)
- Organizing committee, I Serve to Change (2014)
- Facilitator, Leadership, Excellence, Values Education (2014-2015)
- Organizing committee, I Serve to Change (2014)
- Committee head, Medical Mission (2013 and 2014)
- Organizing committee, Superstarters (2013)