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## ALDRIN MACALINO MARCELO

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### OBJECTIVES

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Aim to create a good, remarkable performance; to pursue an immense contribution to your organization and allow me to capitalize my present knowledge, skills and abilities, have the deserving position that suits my qualifications; being part of a team in an environment that stimulates thought, creativity and reach the highest possible standards.

### SCHOLASTICAL BACKGROUND

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- Bachelor of Arts in Mass Communication  
New Era University, Quezon City  
S. Y. 2010 – 2014

### EMPLOYMENT BACKGROUND

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**Company: Intellicare – Asalus Corporation, a Fullerton Healthcare company**  
**Position: Trainer**  
**Inclusive Dates: July 31, 2017 up to present**

- Conducts orientation to Corporate accounts in line with the company's products, services and availment procedures. Oversees new co-trainers with any training requirement they need including mentoring, coaching, mock revalida etc. Facilitates trainings for new hires, new business agents and any other needs for the said field. Doing presentation materials, flyer and other marketing collaterals needed for the training. Coordinates with the team's projects and innovations for the continuous improvement of Training. Also, contributing on the implementation of training programs including modules, voice recordings for the video material and any other related collaterals.

#### Ongoing Projects:

- CD Packaging design (Infographics 2018)
- (Teaser/Short film 2018)
- *Sales Push Training (March 2018/August 2019)*
- *VOD Video Orientation (Virtual Product) 2020-2021*

**Company: IMAPAC Pte Ltd.(Keck Seng Tower, Singapore)**  
**Position: Business Development Manager**  
**Inclusive Dates: February 8, 2016 up to April 4, 2017**

- Managed or handled business to business or B2B (International accounts) for a particular business conference (life sciences and emerging market). Headed the delegate acquisition to hit the target sales every month. Did outbound calls for any decision makers of the company. Helped develop their businesses through attending the events. Used different marketing and communication tools to reach different clients and to maintain rapport as well. Coordinated with the operations and events or marketing team in Singapore to identify outcome and strategies to utilize.

#### Projects Handled:

- 6<sup>th</sup> Retirement Living World China 2016 - *generated sales around 900,000* ([http://www.imapac.com/business\\_conference/rlwc2016/](http://www.imapac.com/business_conference/rlwc2016/))
- 5<sup>th</sup> Biologics World Taiwan 2017 - *generated sales around 1.1M* ([http://www.imapac.com/business\\_conference/biologics-world-taiwan-2017/](http://www.imapac.com/business_conference/biologics-world-taiwan-2017/))
- 1<sup>st</sup> Biologistics World Korea 2017 ([http://www.imapac.com/business\\_conference/biologistics-korea-2017/](http://www.imapac.com/business_conference/biologistics-korea-2017/))

**Company: Central Luzon TV36 (LAUS GROUP OF COMPANIES) CSFP, Pampanga**  
**Position: TV Producer/Writer**  
**Inclusive Dates: January 2015 to January 2016**  
**\*Promoted, former Production Assistant/Researcher**

- Supervised and managed the production, media partnership and corporate paid events. Assured the good quality and excellent content of the shows. Handled pre-production, production and post-production aspects. Monitored the discrepancies of the shows and liable for the results or impact of the shows from the viewers. Became guests' coordinator for different shows. TV talent (acting, hosting) Handled events with media partnership, wrote and produced it.

**Projects/Shows Handled:**

- Plataporma Election Forum
- Trip, Treat at Gimik – travel/magazine show
- Metro Business - business show
- Ok si Doc - medical/health show
- So to Speak – social and public demand show

**Company: Avida Land Corporation – An Ayalaland Company (Shaw Blvd., Pasig City) Position: Corporate Accounts Officer**  
**Inclusive Dates: May 5 2014 - December 5, 2014**

- Did marketing and sales deal for property investments; reached the quota sales every month; did some fieldwork, business trip or road show in Provinces; saturation and qualifying/prospecting of clients; maintained a good rapport and relationship with the clients, corporations' tie-ups and organizations. Sold around 10M worth of properties during tenure.

**Projects Handled:**

- Avida Towers Centera – generated sales around 6M
- Avida Towers New Manila – generated around 4M

**INTERNSHIP EXPERIENCES**

- **GMA Network Inc. (CORPORATE COMMUNICATIONS/PR)**  
Address: GMA Complex, Edsa cor. Timog Ave. Diliman Quezon City  
From December 10, 2013 to February 2014
- **EAT BULAGA Studio, Tape Inc. (PRODUCTION/ENTERTAINMENT)** Address: Aurora Blvd., Broadway Centrum Quezon City  
From May 5 - 22, 2013
- **CNN Philippines formerly Solar News Channel (BROADCAST JOURNALISM)** Address: WCC Shaw Boulevard, Mandaluyong City  
From August 29 – September 27, 2013
- **Atlas Publishing, Co. Inc (MOVIESTAR Magazine) (PRINT JOURNALISM)** Address: #6 21<sup>St</sup> Avenue, Cubao Quezon City  
From June 5 – 22, 2013

**SEMINARS/TRAININGS ATTENDED**

- Title: International Relations and Sustainable Development (November 2013)  
Title: Career drive 2013: Jumpstart your career (November 2013)  
Title: International Film Seminar (November 2013)  
Address: New Era University
- Title: Basic Training for New Sellers (May 2014)  
Address: Avidaland Corporation, BGC Taguig City
- Title: Continuing Professional Development (CPD) for Sales Person (October 2014) Address: MSE Penthouse, Makati City
- Title: Account Management-People Ignite, Globe Telecommunications Inc. (February 2015) Address: BGC Globe Tower

- kTitle: Sales and Marketing Management-Noble Life International Phil. Inc. (May 2016) Address: Cubao, Q.C

## **ACHIEVEMENTS/ACCOMPLISHMENTS**

- One of the winners of **“Fullerton’s Got Talent 2020” (Singapore)**
- Received an award for original composed song as **“Best song of the year”** for **MTV From AMCA (Annual Mass Communication Awards 2012)** titled **“PAGLALAKBAY”**
- Published different write-ups from Moviestar Magazine during internship.
- Produced original composed songs.
- Produced original script during the academe.
- Produced and wrote original screenplay for kapampangan short film **(CINE KABALEN FILM FESTIVAL5 finalist)**

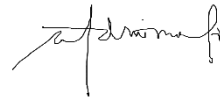
### **Other skills and talents:**

- Voice-over or dubbing
- Events Hosting and Singing (Ei Tunes & Events)
- Acting/TV Broadcasting
- Short film Producer/Writer
- Composer

## **CHARACTER REFERENCES**

Provided upon request.

*I hereby certify that the above information is true and correct to the best of my knowledge and beliefs.*



ALDRIN M. MARCELO

