



## CURRICULUM VITAE

### MARK DIOMEL A. ALCEDO

240 Balite Road Upli, Alfonso, Cavite

Contact no: 0921-282-0974

Email: mark.axa.ph@gmail.com

## EMPLOYMENT OBJECTIVE

Performance- oriented professional with a Business Management Degree focusing on Sales and Marketing. With over 13 years of experience in the Business environment, Operations Management, Training and Development and Human Resources. I am looking to obtain a management position where I can utilize my managerial and team leadership skills.

## HIGHLIGHTS

- **Team Leadership:** Successfully led Teams of up to 200 members, fostering collaborative environment.
- **Project Management:** Oversaw around 23 high impact projects from initiation to completion, ensuring on time delivery within budget, leading to an increase of 30- 40% in revenue of the company.
- **Strategic Initiatives:** Developed and executed strategic plans that increased operational efficiency by 43% and aligned with organizational goals.
- **KPIs and Reporting:** Established performance indicators (KPIs) to track team performance leading to a 52% improvement in recruitment, sales and operational stuff.
- **Talent Development:** Mentored and coached junior managers and Team members contributing to the employee relation and engagement scores of the organization.
- **Training Program:** Developed and implemented training programs that enhanced team skills, resulting in being recognized as the top Manager across the company.

## TOOLS AND RESOURCES

**Customer Relationship Management (CRM) :** Sales Force, Podio, Telegence, Hubspot, Zendesk, Realm

**Real Estate Tools:** Real Estate investment control, Zillow, Skyslope, RIO, Direct Skip, Skipify, Multiple Listing Service (MLS), Realtor.com, Docu sign.

**Data Management and Tracking:** Fintracker Tool, Quick books, MS Office tools, Notion, Google Sheets

**Collaboration and Communication:** Slack, Telegram, Viber, Google Chat, Meta, Ring Central, Zoom, Teams

**Design and Presentation:** Canva

**Office Productivity:** Microsoft Suite Tools , Google Workspace, Evernote

## EDUCATION

### Tertiary

Cavite State University (CvSU)

Indang, Cavite

Bachelor of Science in Business Management

**Major:** Marketing Management

## **AFFILIATIONS AND ORGANIZATIONS**

- Student Artiste Society (StArS)** : President  
2012- 2013  
Cavite State University (CvSU)  
Indang, Cavite
- Junior Marketing Association (JMA)** : Vice President for Events  
*(CvSU Chapter)* 2012- 2013  
Collage of Economics Management and Development  
Studies (CEMDS)  
Cavite State University (CvSU)  
Indang, Cavite

## **SCHOLARSHIP**

- Service Scholar 2010-2013

## **AWARDS RECEIVED**

### **AXA PHILIPPINES AWARDS AND RECOGNITIONS:**

GAMA BRONZE early qualifier 2022

Rookie Manager- Executive Club 2021

CDO CHALLENGE- RANK 1 NATIONWIDE

APAT DAPAT BALE SIN ANG KATAPAT 2021 QUALIFIER

CAO CHALLENGE AND APAT DAPAT QUALIFIER 2021 AND 2022 (IPAD and Boracay)

FNA MASTER

CIRCLE OF CHAMPIONS QUALIFIER- ZONE 8

Top1 in Unit Quick Starter H1 - Zone 8

Top 2 Unit Case Count H1- Zone 8

Top 1 Manager in Recruitment- Zone 8

Manager of the Month January to November- GDE FINANCIALS BRANCH

Top 1 in Active Advisor, Recruitment and Case Count- Branch wide

#### OTHER ACHIEVEMENTS FROM PREVIOUS EMPLOYMENT:

- Top 9 Senior Manager in Recruitment and Sales (Nationwide) April 2023  
AXA Life Insurance Corporation  
Makati City
- Top Trainer 2019 April 2019  
ATT ISM- Platinum- NCRSC  
VXI Global Holdings Phil. Inc.  
Mall of Asia, Pasay City
- Integrity Award April 2019  
ATT ISM- Platinum  
VXI Global Holdings Phil. Inc.  
Mall of Asia, Pasay City
- Best In Average Handling Time (October) October 15, 2017  
ATT ISM- Platinum  
VXI Global Holdings Phil. Inc.  
Mall of Asia, Pasay City
- Top Agent for Sales September 18, 2017  
ATT ISM  
VXI Global Holdings Phil. Inc.  
Mall of Asia, Pasay City
- Top3 Agent (Quarter4) February18, 2017  
AT&T BGISM  
VXI Global Holdings Phil. Inc.  
Mall of Asia, Pasay City
- Certificate of November 2014  
Perfect Attendance  
*San Roque Human Resources Corp*  
*(SRHRC)*

## **TRAININGS AND SEMINARS ATTENDED**

- TEFL/ ESL Certified : May 27, 2020  
TEFL Professional Development Institute  
Certificate Number: 15183852PE
- Leadership Academy Certified (LA) : December 23, 2017  
VXI Global Holdings Phils. Inc  
Mall of Asia, Pasay City
- IMPACT Certified : December 20, 2017  
(Training Specialist Certification) VXI Global Holdings Phils. Inc  
Mall of Asia, Pasay City
- Mad World: Brand Heroes : January 26, 2013  
SMX Convention Center  
Pasay City, Manila
- Cavite Entrepreneurship : December 6, 2012  
Forum Provincial Gymnasium  
Trece Martires City, Cavite
- Freedom of Information: Plight of Information : September 19, 2012  
S.M Rolle Hall  
Cavite State University Indang, Cavite

## VIRTUAL AND PROFESSIONAL EXPERIENCES

### Lead Manager / Disposition

Interchange Capital : Real Estate

**Independent Contractor** - May 2022 - January 2024

- **Lead Generation:** Identifying potential clients through online research, social media, and real estate platforms.
- **Database Management:** Organizing and maintaining a database of leads, ensuring all information is accurate and up-to-date.
- **Lead Qualification:** Screening and qualifying leads based on specific criteria to determine their potential as clients.
- **Follow-Up:** Reaching out to leads via email, phone calls, or messages to nurture relationships and provide information.
- **Appointment Scheduling:** Coordinating and scheduling meetings or property showings for real estate agents and clients.
- **Market Research:** Conducting research on market trends, properties, and competitive analysis to support the sales team.
- **Administrative Support:** Assisting with various administrative tasks, such as preparing documents, managing calendars, and maintaining files.
- **Reporting:** Generating reports on lead activity, conversion rates, and other key performance indicators to assess effectiveness.
- **Communication:** Acting as a point of contact for clients and agents, ensuring clear communication throughout the process.
- **CRM Management:** Utilizing customer relationship management (CRM) software to track interactions and progress with leads.

## **SENIOR SALES & RECRUITMENT MANAGER**

AXA Philippines

June 2020- April 2022

34th Floor GT Tower, Ayala Ave. corner H.V. Dela Costa, Makati City, Philippines

### **Job Description:**

- Incorporate policies and procedures of the company in business unit operations
- Monitor and review company's project activities and ensure that they are brought to completion within scheduled period of time and budget
- Provide effective management to organization's business activities that have to do with its strategic and financial growth
- Build effective relationship with the clients so as to maintain good revenue increase for the organization
- Perform efficient finance management
- Perform review of equipment and system layouts and its validation
- Ensure harmonious environment for working
- Responsible for training and mentoring staff; motivating them all for effective performance for the general growth of the company
- Set up the business unit's strategies for promotional activities
- Analyze and explore market trends; identifying new opportunities in assigned region
- Coordinate with other teams like the marketing team in order to develop plans for launching of new products, and then its implementation
- Develop and communicate the expectation levels and vision of the company to members of unit.

## **Operations Manager**

**TELCO- ATT Account (Uverse, DIRECTV, & Mobility Sales)**

**October 2019- June2020**

VXI Global Holdings Phils. Inc.

Mall of Asia (MOA) Pasay, City

### **Job Description:**

- Assemble team members, supervisors and managers with a combination of skills required to accomplish goal.
- Develop a strategy by which team members can use to reach the project goal.
- Assign tasks to team members including those that he/she will manage.
- Determine completion timeline and monitor progress to ensure project is on track.
- Communicate progress to upper level management.
- Discover training needs and provide coaching.
- Monitor team performance and report on metrics.
- Create an inspiring team environment with an open communication culture.

## **Training Manager**

**TELCO- ATT Account (Uverse, DIRECTV, & Mobility Sales)**

November 2016- October 2019

VXI Global Holdings Phils. Inc.

Mall of Asia (MOA) Pasay, City

### **Job Description:**

- Responsible for day to day supervision of classes.
- Develop e learning courses and training materials.
- Identify training needs by evaluating strengths and weaknesses
- Coach and mentor trainers
- Translate requirements into trainings that will groom employees for the next step of their career path
- Build annual training program and prepare teaching plans
- Develop or oversee the production of classroom handouts, instructional materials, aids and manuals
- Direct structured learning experiences and monitor their quality results
- Acclimate new hires to the business and conduct orientation sessions
- Deliver training courses

**Account Associate (ISM- Platinum Account)****TELCO- ATT Account (Uverse, DIRECTV, & Mobility Sales)**

August 9, 2015- November 2016

VXI Global Holdings Phils. Inc.

Mall of Asia (MOA) Pasay, City

**Job Description:**

- Maintaining records of the company.
- Processing payments, orders, etc.
- Managing large amount of inbound and out bound calls in a timely manner.
- Identifying customer needs clarify information research every issue and providing solutions and/or alternatives.

**Sales and Marketing Manager**

November 20,2013-July 30, 2015

Chowking Fresh N 'Famous Foods Corporation

Imus, Cavite

**Job Description:**

- Effective management of all store functions and special events.
- Effective design/implementation of Local Sales marketing & sale building initiatives.
- Consistent observance of Attract Engage and Connect principle.
- Brand promoter, Sales optimizer, & single point of contacts.
- Maintaining good public and community relations.

**Human Resource Manager**

November 20,2013-July30, 2015

Chowking Fresh N' Famous Foods Corporation

Imus, Cavite

**Job Description:**

- Man power planning
- Compensation and Benefits.
- Training and development.

**Delivery Manager**

November 20, 2013-July30, 2015

Chowking Fresh N' Famous Foods Corporation

Imus, Cavite

**Job Description:**

- Doing strategic marketing techniques for awareness on stores retail trade area.
- Training and implementations of project for man power.
- Preparing documents and plans for building good relationships with delivery customers

**Credit and Collection Officer**

April 24, 2013- November 15, 2015

San Roque Human Resources Corporation (SRHRC)

National Highway Macabling Road Sta. Rosa, Laguna

**Job Description:**

- Key address charge or payment data or checks accuracy of related input.
- Types and prepares follow up letters for customer accounts, notifications and change of address for collection agencies and other documents.
- Performs various clerical task a required, including logging and routing incoming mail, typing and preparation of outgoing mail.
- Ensure strict confidentiality of financial records.
- Performs miscellaneous job-related duties assign.

**Billing Assistant/HR Coordinator**

April 24, 2013- November 15, 2015

Tagaytay Highlands Int'l Golf Club Inc.

San Roque Human Resources Corporation(SRHRC)

Tagaytay City

**Job Description:**

Billing Assistant:

- Responsible for issue of billing adjustments, track, process and complete sales invoice.
- Responsible for balance of receipts and payment.
- Resolving any issues that might arise from events or actions that involve administrative functions from sales process to billing of the client.
- Responsible for entering data in to the company software.

**HR Coordinator:**

- Recruits, interviews, test and select employees to fill vacant positions.
- Plans and conducts new employee's orientation to foster positive attitudes towards company goal.
- Maintains knowledge of Legal requirements and government reporting regulations affecting human resource functions and ensures policies, procedures and reporting are in compliance.
- Adhere the company attendance standards.

**Instructor- TESDA (Part time - Working student)**

Olivarez Plaza Tagaytay City

April 2011- 2013

**Job Description:**

- Responsible for training and development of the students about MS Office Navigation.
- Creating a day to day lesson plan and activities for the learners.

## REFERENCES

Rhealyn Diaz	:	<b>Supervisor</b> AROWHEAD ELITE GROUP AXA PHILIPPINES Contact : 09393853856
Janice Del Castillo	:	<b>Team Manager</b> VXI Global Holdings Phils. INC. Mall of Asia (MOA) Pasay, City Contact Number: 0905-483-6711
Joselito Maula	:	<b>Assistant Training Manager</b> Training Department Mall of Asia (MOA) Pasay, City Contact Number: 0942-294-5795

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

**MARK DIOMEL ALCEDO**