

Rex Festin Ferranco

Sales and Marketing Executive / Merchandising / DocumentController / Customs and Logistics Assistant



Contact Profile

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Self-motivated, team player, responsible, quick learner and goal oriented. 15 years extensive experience as Field Sales and Marketing Representative in FMCG where I have gained experience in logistics and supply chain. Worked as a Customs Administration Office assistant for 2 years which is where I have learned more with regards to documentations and processes required with shipping and logistics. And also 2 years as Retail Sales Associate in Sports and Fashion Apparel where I get to have experience in-person customer service. I am efficient and confident in sales and marketing with great experience of working in the logistics and supply chain industry. My experience helped me gain and develop my knowledge in the sales process, logistics and supply chain.

Key Skills

Light Vehicle U.A.E
License holder 4428584
Excellent in Oral and
written
communication
Customer Service Oriented
Product Presentation,
Inventory, Collections and
Merchandising Proficient in MS
Office
Encodes Data
Fluent in Arabic and
English

Education

October 2002
Bachelor of Science in
Customs Administration •
Philippine Merchant
Marine School, Las Pinas
City, Philippines

Experience

June 2022 – Dec 2022

Sales Executive

Innovation Good Earth General Trading

Dubai, U.A.E

- Completed daily cold calling and outreach to build sales pipeline.
- Recorded contact information of customers and potential customers in internal database.
- Called prospective customers in designated market area to qualify leads.
- Sending mails for prospect buyer and set up for a appointment for product presentation and negotiating price for both parties
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.
- Closing up Contract and sale
- Builds business by identifying and selling prospects; maintaining relationships with clients.
- Worked independently with minimal supervision.

May 1993
Business High School •
University of Perpetual
Help•Las Pinas, Manila,
Philippines

September 2015 – October 2021

Sales Representative Pre-Sales / Van Sales
Khimji Ramdas LLC (P&G Food Division)
Muscat, Oman

October 2019 – October 2021

- Builds business by identifying and selling prospects; maintaining relationships with clients.
- 2 years' experience as Pre-sale in Large Grocery, Supermarket and whole sale channel.
- Manage over 200 clients across Muscat in all trade channels
- Sells products by establishing contact and developing relationships with prospects with recommending solutions
- Served as liaison for company, client and referred prospect regarding inquiries, issue, order management and post sales follow up enhance territory operation through cold calling and establish favorable contract.
- Implement brand marketing and sales campaigns to increase revenue and customer satisfaction.
- Assist in product placement and visual merchandise using brand planograms.
- Liquidate near and promote slow moving item.
- Encoding client data (orders, pricing, discount etc.) using SAP and CRM. Maintaining database, client file scanning and other data related task.
- Coordinating with warehouse team for the delivery and receiving.
- Coordinating in the Finance Dept for Aging and SOA. Well versed in collections Due/ Overdue Payments, and daily follow up for the payments
- Submitting daily and monthly sales report and recap.

September 2015 – October 2019

- 4 yrs. experience as a Van Sales Representative on Traditional Trade channel (Small - Large Grocery). Horeca, Pharmacy and CNG (Petrol Station)
- Handle 250 store outlet in assigned territory
- Follow route journey plan based on schedule
- Promotes new product to client
- Distributing products and ensuring availability of the product in all covered outlet across the range.
- Undertaking the delivery of purchase order
- Check expiry and Merchandise according to planogram
- Collect payments and maintaining an accurate record of the same
- Preparing, updating and marketing sales report
- Keeping tracks of changing markets, customer condition and competitors activity by updating account plan on regular basis
- Scheduling timely servicing appointment for the vehicle and cleaning the van interior and exterior on regular basis
- Delivering monthly sales target as per agreed annual sales plan

October 2008 – October 2014

- Senior Van Salesman Al Marai Company Riyadh, Saudi Arabia
- 6 years' experience in FMCG in dairy, juice and cheese jars.
- Selling and delivering of dairy food items in the assigned route
- Inventory and stock checking on every outlets.
- Merchandising the product on the shelf and customer fridge
- Remitting daily cash collections and cheque payment for accurate accounting.
- Growing customer base by identifying needs and delivering relevant products that were within budget and on time for myclients.
- Overseeing product transitions from loading and unloading according to date of expiration.
- Establishing long term relationships with customer by identifying their needs and making recommendations to improve brand effectiveness and product benefits as well as delivering product on time.
- Checking van stock on a daily basis including cash collections, balancing of stocks and expiry.
- Performing routine maintenance before and after end day.

July 2006 – August 2008

*Customs Administration Assistant / Representative Professional
Customs Brokerage*

Manila, Philippines

- Report directly to License Customs Broker
- Prepare and process import document in the bureau
- Ensure accurate and timely data entry into our systems
- Assist with verification of customs declaration information and submission of such to the customs authority
- Monitor and trace the location of client shipment
- Interact with customs authority agent to address any issue and queries that may arise during the clearing process of the document
- Act as the liaison / representative between the customs authorities agencies and clients
- Establish strong communication and relationship with customs officers and agent.

June 2004 – January 2006

*Key Account Sales Executive Stairway Sales Corporation
Manila, Philippines*

- Handle large grocery stores and supermarkets in National Capital Region (NCR) by selling, merchandising and checking of expiry of product in each store
- Keeping accurate records of all purchases by documenting orders, collections of payments and

remittances.

- Remitting daily cash collections and cheque payment for accurate accounting.
- Conducting daily and proper stock inventory (shelf and back door)
- Coordinating delivery with the warehouse personnel and drivers.
- Establishing strong goodwill and relationship with the clients.
- Keep Sales under control with higher sales, and maintain minimum bad debts and timely collections of payments.
- Submitting timely and relevant reports.
- Visiting and checking customers on a regular basis in maintain positive and productive relationships.
- Merchandizing and replenishing stocks on the shelves.
- Checking expiry date of products and ensuring availability for the consumers.

August 2003 – February 2004

Van Salesman (Booking and Collection) F4 Marketing- Abri Commercial

Cavite, Philippines

- A year of experience in handling Booking and collection in the assigned area within CALABARZON market.
- Kept accurate records of all purchased by documenting orders, collections and remittances.
- Received and processed stock into inventory management system.
- Managed communications with store personnel to ensure our product delivery and display fit their needs. Solicited consumer feedback to identify additional areas for improvement
- Check expiry and ensure the availability of the product
- Kept tracks of changing markets, customer's conditions, and competitors activity by updating accounts plans on a regular basis.

July 2001 – May 2003

Retails Sales Executive/ Merchandiser Royal Sporting House – Studio R Deira, Dubai, UAE

- Initiate Floor and Window Display of the store
- Greet customers and offering assistance for their needs
- Answer customer questions and concern and provide them detailed information regarding the product and recommendations
- Handle Cash Registers and credit payment from the drawer
- Advice customers about member benefits , promotion and

sales

- Processing exchange , returns , refunds according to company policies
- Assist with stock management and inventory
- Arrange merchandise on the shelves and display.
- Worked flexible hours across night, weekend and holiday shifts.
- Offered friendly and efficient service to customers, handled challenging situations with ease.