



DARYL ARDIE CAADAN SANTOS

AB Mass Communications Graduate 2007

Polytechnic University of the Philippines

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CAREER OBJECTIVE

To pursue a highly rewarding career, seeking a job in a challenging and healthy work environment where I can utilize my skills and knowledge efficiently for organizational growth.

EMPLOYMENT BACKGROUND

RUSTAN MARKETING CORPORATION

3rd Flr Midland Buendia Bldg. Sen Gil Puyat Ave. City of Makati

Sales Supervisor-Luzon Area (May 16, 2024 – Present)

Duties and Responsibilities

Sales Administration

- Contacts, develops and open stores / accounts to market and sell assigned products
- Secures and renew orders from outlets/dealers and for any functions necessary for servicing customer's orders. Informs dealers of any new product they can order.
- Sees to the prompt processing of orders; coordinates with the operating units to expedite the processing and delivery of orders. Advises dealers and the brand manager of matters which might hinder the prompt processing of orders.
- Conducts weekly/monthly meetings with Sales Consultants to discuss individual performance and discuss customer/dealer feedback.

Sales Planning

- Monitors closely the stock requirements of concessionaire outlets as well as PO outlets. Discusses the stocks situation with the brand manager and presents proposed quantities for replenishment of stocks.
- Works with the brand manager in the preparation of counter and PO quotas for the outlets.
- Attends and participates in sales meetings and contributes to the overall sales of the brand.

Sales Promotions

- Coordinates with the brand manager the marketing requirements/needs of the brand and feedback of dealers.
- Assists the brand manager in store promotional activities, displays, launches, etc.
- Assists in coordinating the details on the implementation of store promotional activities and supervises its implementation.

Personnel Administration and Development

- Analyzes sales performance of consultants and initiates actions as needed to improve their performance. Accomplishes the regular performance evaluation sheets of his/her consultants.
- Encourages, motivates and develops his/her consultants to their full potential and for possible career advancement.

ROBINSONS DEPARTMENT STORE

Aguinaldo Highway Tazung Luma 5 Imus City Cavite

Department Head (Aug 9, 2022 – April 21, 2024)

Job Summary

Responsible for achieving the department's day to day-to-day sales targets and managing its customer service, shrinkage, security control, merchandise display, policies and reports.

Job Responsibilities

- Monitor departments sales contribution and growth
- Monitor the fast and slow moving items in the department
- Prepare the department sales report
- Secure proper maintenance of merchandise based on retail standards
- Manage right and timely replenishment of stocks
- Ensure that gondolas and tactical modules are well maintained
- Be responsible for proper implementation of promotional activities
- Be in charge of security measures
- Make sure control procedures are in place to avoid shrinkage and pilferages
- Oversee that all selling personnel are properly trained and are complying to the customer services standards of the business unit

RUSTAN MARKETING CORPORATION

3rd Flr Midland Buendia Bldg. Sen Gil Puyat Ave. City of Makati

Sales Supervisor (Nov 23, 2015- May 5, 2022)

Duties and Responsibilities

Sales Administration

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CITISTORES INC.

1919B E. Amang Rodriguez Ave. Pasig City

UNO FACTORY OUTLET WM CABUYAO BRANCH

Store Manager (May 28, 2014- July 20, 2015)

Duties and Responsibilities

- Ensures that the right people are placed at the right station at the right time by having a complete plantilla (hiring), highly trained people (training), proper labor scheduling (scheduling), and on-floors leadership of the store manager.
- Ensures that our people are equipped with the tools they need to accomplish their work by having a well maintained store, well running equipment, security & safety systems in place, and a clean store environment.
- Ensures complete replenishment of stocks in the Selling Area by visibly checking all gondolas & racks and removing bottlenecks in the Stock Receiving & Stocking process.
- Validates 100% compliance to SOP standards. Immediately rectifies observed substandard practices.

CASAMIA FURNITURE CENTER INC.

SM Corporate Building, Mall of Asia Complex, Pasay City

OUR HOME SM BF PARANAQUE BRANCH

Selling Supervisor (Sept 2013-Feb 2014)

Duties and Responsibilities

- Makes recommendations to the store manager as to manpower requirements; Ensures adequate floor coverage and customer service through the preparation of staff schedules based on sales trends and forecasts.
- Observes transactions at the selling area to note subordinates' performance; Ensures that customer transactions are handled well.
- Orients new employees on job duties, policies and procedures of the department and on standards and expectations on employee performance.
- Orients regular employees on new policies and procedures and ensures their compliance.
- Counsels and motivates subordinates to maintain high levels of morale and discipline; Initiates and recommends proper disciplinary action to erring subordinates.

ELECTROWORLD INC.

7/F Waltermart North Edsa Munoz, Brgy. Veterans Quezon City

ELECTROWORLD GREENBELT 4 BRANCH

Retail Associate (Mar 2011-Sept 2013)

Duties and Responsibilities

- Orients, trains, schedules, monitors, evaluates and provides direction to store staff, complete timesheets and attendance records.
- Supervise sales operations of sales team
- Build new customer base to maximize sales
- Retain existing customers by providing prompt customer services
- Analyze competitor pricing proposals and sales strategies
- Analyze sales reports and prepare sales documents
- Receives products and prepares them for display in the store according to established policies by performing duties such as sorting, pricing, hanging and maintaining related records.
- Performs product inventory in accordance with established policies and maintains related records.
- Handles cash and receipts for the sale of merchandise by performing duties such as counting the cash, balancing cash, providing change, sorting and securing cash.
- Operates cash register and processes cash, debit card, and credit card sale transactions.
- Prepares and makes bank deposits; maintains financial records such as the daily journal.
- Provides information about the retail store(s) and service(s) to members of the public in person and over the phone.

CHARACTER REFERENCES

- Available upon request

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

Daryl Ardie C. Santos