

# MARIA VANESSA S. CO

## Marketing and Admin Officer

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### EXPERIENCE

#### **Marketing and Admin Officer** 04/2023 – 04/2024. **Gezegend Enterprises**

Research and analyses market trends, competitor offerings, demographics and other information that related in marketing strategies. Creating promotional campaigns for products and services to multiple social media platform. Manage the day-to-day operations including scheduling meetings and appointments, organizing files and handling correspondence. Prepare reports, presentations and other documents for the executives as required. Manage inventory of office supplies and equipment and order new supplies as needed. Organize and maintain the office filing system, including electronic and hard copy documents.

#### Key Accomplishments:

- **Store Officer/ Store Manager** (Supermarket) 03/2021 – 04/2023 **Puregold Price Club Inc.**

Managing store budgets, inventories, stocks and statistical financial records. Maximizing profitability and sales target. Check promotional materials and merchandise display to ensure that all display is complete and align on guidelines. Ensure the compliance with health and safety legislation for both customers and staff. Employee Training Experience, Interviewing Skills, conduct team meetings to update members on best practices and continuing expectations. Dealing with customer queries and complaints.

- **Sales Area Maintenance Team Leader** (Convenience Store) 09/2012 – 01/2021 **Yearnings Outsourcing Cooperative** Client Assignment: **Phil. Seven Corp (7-Eleven)**

Managing transactions with customers using cash register and delegating day-to-day activities of the team to achieve organizational goals. Cross-selling products and introduce new items. Track transactions on balance sheets and report any discrepancies. Conducting quarterly performance reviews. Developing and implementing a timeline to achieve targets. Empowering team members with skills to improve their confidence, product knowledge, and communication skills.

### EDUCATION

**Pamantasan ng Lungsod ng Marikina** | Bachelor of Science in Business Administration 2016 – 2020 Marikina, Philippines.

- Major in Marketing Management.

### PROFESSIONAL DEVELOPMENT

“4th Industrial Revolution: A new chapter in the Philippines Business Environment” -2019

“SAFETY OFFICER 1 Training Course” -2019

“Basic Customer Service Training” -2012

### SKILLS

Administrative | Social Media Marketing | Graphic Design | Retail Operations | Employee Development | Sales Representative | Cashiering | Communication | Decision-making | Time Management | Organizational skills

### LANGUAGES

Filipino and English