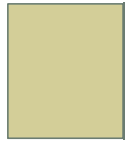


# ABIGAIL JULIA WARREN HALILI

155 MOTHER IGNACIA AVENUE, UNIT 1501 LA BREZA HOTEL, QUEZON CITY PHILIPPINES 1101

+639202750499 ▪ burf3.16@gmail.com ▪ +6323553930



## Objectives

To share my knowledge, skills and abilities.

To maximize my full potential.



## Education / Certification / Assessment

Shaw Academy Ireland

Currently Enrolled (Online Courses)

- Diploma & Advance Diploma in Web Design
- Diploma & Advance Diploma in Web Development
- Diploma in Digital Marketing

Tuitt Philippines, Quezon City

October 5, 2018 ▪ Certificate in Software Engineering (Web Design & Web Development Bootcamp)

Quezon City Skills and Livelihood Center, TESDA Fairview

2015 ▪ Trainer's Methodology Level 1

Fast Devt Training and Assessment Center, Quezon City

Assessment and Certification May 2016 ▪ Events Management NCIII

Our Lady of Lourdes School of Novaliches, TESDA

Assessment and Certification May 2016 ▪ Front Office Service NCII

University of the Philippines – Open University

August to December 2015 – Part Time Online Student ▪ Associate Degree: Faculty of Education

Miriam College (Adult Education)

2014-2015 ▪ Diploma Course in Bread and Pastry Production

Asian College of Science and Technology

2012 ▪ 3 Months Course in Bread and Pastry Production: TESDA Scholarship Program

University of the Philippines – Open University

2010 - 2011 ▪ Associate Degree: Faculty of Education

CAP College Philippines

2007 Undergraduate ▪ Bachelor of Science in Business Management

Negoskwela Philippines  
2007 ▪ Certificate in Computer Troubleshooting & Networking

Thomson College, USA (Now PennFoster College)  
2003 Undergraduate ▪ Associate Degree in Early Childhood Education

De La Salle – College of Saint Benilde  
2000-2002 Undergraduate ▪ Bachelor of Science in Hotel, Restaurant & Institution Management

St. Joseph's College, QC  
2000 ▪ High School

Angelicum College  
1996 ▪ Grade School

### **Awards**

De La Salle - College of Saint Benilde  
Deans List 1<sup>st</sup> Term

Office of Councilor Bayani Hipol, Computer on Wheels, Basic Computer Literacy with PC Technician.  
Gold Medalist

### **License and Certification**

- Ateneo de Manila, Summer Enrichment Program, English Grammar.
- Ateneo de Manila, Summer Enrichment Program, Trigonometry.
- Nego-skwela, Philippines, Certificate in Troubleshooting & Networking.
- HP Online Classes, Beyond Basics: Fundamental Photography Techniques.
- Office of Councilor Bayani Hipol, Computer on Wheels, Basic Computer Literacy with PC Technician.
- Kitchenlink & Recipes Training Center (MindBank), Training Certificate, Restaurant & Coffee Shop Services Leading to Food & Beverage Services NC III (Barista Course 108 Hours)
- Eastwood Richmond Hotel, Practicum Training Kitchen Department – Pastry Section (128 Hours)
- 2013 Chefs on Parade: Ultimate Asian Showdown, Certificate of Attendance, Cocktail Mixology by Mutley Matilla
- 2013 Chefs on Parade: Ultimate Asian Showdown, Certificate of Attendance, Discipulus: Basics to Wine by Manny O.
- Astoria Culinary & Hospitality Institute, On-The-Job Training Kitchen Department – Bread & Pastry (185 Hours)
- TESDA, National Certificate - Level 2, Bread & Pastry Production.
- Golden Treasure Skills & Development, University of the Philippines Diliman, Bread Making & Cake Baking.
- TESDA, National Certificate – Level 2, Front Office Service
- TESDA, National Certificate – Level 3, Events Management

## **Work Experience**

VP Marketing ▪ January 10, 2011 - Current

SuccessAsia Properties Inc. ▪ Symphony Tower, Quezon City

- Define the appropriate marketing organization for the company's maturity/size.
- Be a role model for the company culture.
- Strategic planning including corporate positioning market and competitive analysis, customer segment selection and penetration plans, and related product positioning.
- Oversee marketing communications including branding, public relations, advertising, white papers, trade shows, seminars and events collateral materials, analyst and market research management, and website design and content either directly or on an outsource basis.
- Define and direct marketing programs for demand creation, lead generation and interface with sales VP for lead tracking and management.
- Work closely with VP Sales to develop and manage channel and partner strategies and programs.
- Oversee product management including market and customer research for market and product requirements, interface with engineering for product development, product pricing and product lifecycle management.
- Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support.
- Work with the CEO and the other executive team members to identify and develop strategic alliances, raise venture/public financing, communicate with BoD members, and close/grow major customer accounts.
- Develop and manage the Company's entire marketing budget.
- Develop and track metrics and success criteria for all marketing programs and activities.
- Act as spokesperson for the company with press and analysts and at industry events.

Support Professional - Level 2 ▪ August 2011 - October 2011

Stream Global Services ▪ SM North - Annex, EDSA, Quezon City

- In charge of customer care, billing inquiries & technical assistance for customers of U.S. Satellite TV Account (D.I.S.H.)

Customer Service Representative ▪ 2008-2010

Sitel Philippines ▪ Eastwood City, Quezon City

- In charge of customer care, billing inquiries & technical assistance for Virgin Mobile Australia & Virgin Broadband Australia customers.

Technical Support Representative ▪ 2008

NCO Philippines ▪ ABS-CBN Compound, Mother Ignacia Avenue, Quezon City

- In charge of customer care, billing inquiries & technical assistance for XBOX USA customers.

Business Administration Head ▪ 2007 - 2008

First East Cyber Cafe ▪ Kamuning Road, Quezon City

- In charge of all human resource works, recruitment, business administration & management.
- To think of better ideas for the improvement of the company.

Corporate Secretary ▪ 2007 - 2008

First East Asia Land Management ▪ LansBergh Tower, Scout Castor corner Tomas Morato Street, Quezon City

Independent Group Supervisor ▪ 2002 - 2007

AVON, Philippines ▪ Taft Avenue, Manila

- To handle and market the Company's merchandise to Customers.

#### **PART TIME JOBS:**

Customer Service Representative ▪ July - August 2012

Teleperformance, Philippines ▪ SM Fairview, Regalado, Fairview, Quezon City

- In charge of customer care, billing inquiries & technical assistance for Telstra Consumer Australia customers.

ESL Trainer (English for Secondary Language Trainer) - Quality Assurance Team ▪  
December 2011 - January 2012

RareJob Inc., Philippines ▪ Quezon Avenue, Quezon City

- Design individual training programs for the company.
- Run classes, workshops and/or seminars for tutor applicants.
- Develop course materials.
- Evaluate trainees and report on training sessions.
- Act out as a mock student to assess the skills and proficiency of tutor applicants.
- Write and/or update training manuals.
- Evaluate courses and qualifications offered by providers.
- Attend meetings and complete business development work.
- Conduct a one on one interview for tutor applicant through Skype.
- Conduct online trainings for tutor applicants.
- Performs conventional and unconventional methods of teaching depending on the capability of each student;
- Plans, prepares and delivers effective lessons to meet student's cognitive and affective needs.

Freelance Online English Teacher ▪ 2007 - 2011

Work @ Home ▪ Quezon City, Philippines

- Teach English as a Secondary Language – Online.

- Conducts English classes online with the use of Remote education Management System;  
Performs conventional and unconventional methods of teaching depending on the capability of each student;
- Plans, prepares and delivers effective lessons to meet student's cognitive and affective needs.

#### Freelance Tutor ▪ 2007 - 2011

##### Work @ Home ▪ Quezon City, Philippines

- Teach academic subjects for Grade School Pupils.
- Conduct Tutorials & Review.
- Mark assignments, exams and other student activities

#### **Patisserie Experience**

- Trainee in Pastry Kitchen February 8, 2013 – March 9, 2013
- Astoria Plaza Ortigas
- Apprentice in Pastry Kitchen (185 Hours)
- Trainee in Pastry Kitchen June 5, 2013 – June 25, 2013
- Eastwood Richmond Hotel
- Apprentice in Pastry Kitchen (128 Hours)

#### **Skills**

- Digital Marketing
- Software Engineering : Programming / Coding – Frontend : HTML5, CSS3, & Bootstrap
- Software Engineering : Programming / Coding – Backend : JavaScript, jQuery, PHP, JSON /AJAX, Mockups Development, Database & MySQL, Entity Relationship Diagrams, Laravel 5.5, Deployment and Hosting, Gitlab, Git 2.14x, Gitlab CI
- Bread & Pastry Arts Decoration
- Baking
- Computer Troubleshooting and Networking
- Customer Service
- Technical Support
- Typing
- Online Research
- Microsoft Office - Word, Excel, PowerPoint, Publisher,
- Photo Editing,
- Sound Editing,
- Movie Maker,
- ESL Training / Tutorial
- Sales & Marketing
- Direct Selling
- Events Management
- Front Office Service

**Personal Data**

Republic of the Philippines  
Social Security System Number (SSS#)  
33-9200119-6

Republic of the Philippines  
Tax Identification Number (T.I.N.)  
247-372-389-000

Republic of the Philippines  
Technical Education and Skills Development Authority  
TESDA  
National Certificate II in Bread & Pastry Production  
Certificate No.: 12131402030791

**References**

Mr. John Joseph Lagasca, CEO,  
*SuccessAsia Properties Inc.*  
Phone: +639175827542

Mr. Mark Dustin Briones, Customer Service Representative  
Concentrix Philippines  
Phone: +639260220590

Chef Albert Velasquez  
Pastry Chef, I Tre Mercanti, Riyadh  
FB Messenger: @albert.velasquez.754