

MHYKL KRYSTY G. NIEVES

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**EDUCATION**

- 2011-2016 DE LA SALLE UNIVERSITY – Manila
Bachelor of Science Degree in Applied Economics and
Bachelor of Science Degree in Commerce, Marketing
Management, February 2016. Dean's Lister. Nominated for
Best Thesis (2015) in Economics Research and Project
Study 2 and Won Outstanding Thesis (2015) in Marketing
Practicum/Thesis.
- 2007-2011 INTERNATIONAL SCHOOL BRUNEI – International General
Certificate of Secondary Education (IGCSE), June 2011.
Awards: Excellence in Design & Technology, 2009;
Excellence in Music, 2008 & 2009; Musician of the
Year, 2010; Musician of the Year, 2011. Student
Council-Performing Arts Head.

WORK EXPERIENCE

- May-June 2014 SALES ASSOCIATE, MAN SIMPLIFIED SOLUTIONS &
SERVICES CORPORATION (FAMILY BUSINESS)
Handled Accounts and Managed Clients.
- August-
September 2015 MARKETING ASSOCIATE, ABS-CBN CORPORATION
Assisted in Promo Creation for Clients in the Media Services
Division of the Integrated Marketing Department, and
Assisted in Events Planning for: Showtime Kapamilya Day,
2015.
- January 2016-
April 2016 PREMIER PROPERTY SPECIALIST, AYALA LAND
PREMIER
Facilitated the acquisition of Premier Real Estate
Developments and Aided in the Prudential Process of Clientele
Relationship Development.

June 2016 - May 2018	FINANCIAL ANALYST, THOMSON REUTERS Handled the collection and analysis of financial data from public and private companies, primarily from China, with secondary exposure to the markets in Singapore, New Zealand, and South Africa. Assist clients in their investment decision making process by providing timely and accurate data and data interpretations.
November 2017	FINANCIAL ADVISOR, AIA PHILAM LIFE (PART-TIME) Sales & Marketing of Insurance Products
Oct 2018 – December 2018	ESG ANALYST, MSCI HONG KONG LIMITED Analyzed and prepared ESG research reports for companies. Assisted in the development of industry reports, country reports, or issue reports.
October 2019 – Present	FINANCIAL ADVISOR, AIA PHILAM LIFE (FULL-TIME) Sales & Marketing of Insurance Products
August 2020 – Present	ASSOCIATE UNIT MANAGER, AIA PHILAM LIFE People Management, Workforce Training, Sales & Marketing of Insurance Products
March 2021 – Present	FOUNDER AND OPERATIONS MANAGER, SHARKHUB MARKETING CONSULTANCY SERVICES B2B Marketing of Products & Services, Software Development, Business Development

SKILLS & BACKGROUND

- Computer Literacy (Windows, Macintosh, Microsoft, Adobe Creative Suite, Ableton Live), Media Creation, Design, Branding, Finance, Marketing, Advertising, Writing, Music Production, Song Writing, Graphic Design, Video Editing
Languages: English, Filipino, and Bicol Dialect.
Knowledgeable in French and Mandarin.
- Teamwork, Problem Solving, Communication, Planning, Analytical, Time Management, Organization, Flexibility, Creative Thinking, Learning, Community Development.
- Gaming, Disc-Jockey, Music Band.

CO-CURRICULAR ACTIVITIES

2011-2016	DE LA SALLE UNIVERSITY – Business Management Society: Junior Officer; College Government of Business: Officer; Green Giant FM: Audio Technician; United International Students Organization: Officer; Economics Organization: Alive Project, Programs Committee Executive; University Student Government: University Vision-Mission Week 2014, Music Committee Executive
2016-2018	JUNIOR CHAMBERS INTERNATIONAL (JCI) MANILA Member Projects: Commemoration of Mother Teresa
2018-Present	HMX GAMING Founder Projects: Online Fortnite Tournaments
2019-Present	TEAM EXECUTE Finance & Marketing Director
2019-Present	JUST LIFE Founder

SEMINARS

March 2014	BUSINESS LAW CONFERENCE 2014: Understanding Business and Law in the Technological Age
February 2013	7 th GLOBAL BUSINESS CONFERENCE: “INNOVATE AND WIN” Association of Training Institutions for Foreign Trade in Asia and the Pacific (ATIFTAP)
March 2012	10 th YOUNG ECONOMISTS’ CONVENTION School of Economics
2012	ART IN ADVERTISING Marketing Management Department

RESEARCH PAPERS PREPARED

April 2015	DE LA SALLE UNIVERSITY – “A Study of the Metropolitan Manila Urban Transportation System: The Implications of the Introduction of a BRT System on the Choice of Transportation of Individuals, and its effect on the Current Traffic Situation in EDSA” [Nominated for Best Thesi
December 2014	DE LA SALLE UNIVERSITY – “Social Marketing Campaign: United Children”
September 2014	DE LA SALLE UNIVERISTY – “Economic Development: Income and Employment in Barangay 570”
August 2014	DE LA SALLE UNIVERSITY – “Fuelling Growth: Effect of GDP, Prices of Oil, Industrial Production Growth and Inflation on the Oil Consumption of the 5 Original ASEAN Nations”
August 2014	DE LA SALLE UNIVERSITY – “Developing Hard Infrastructure in the Philippines: Transportation, Energy, and Telecommunications

CLIENT BASED WORK (FREELANCE)

2015	PLAY INNOVATIONS INC. – KIDZANIA MANILA Full-stack Marketing & Promotions Campaign Plan
2014	D01 GMA INTERNATIONAL CORPORATION Export Marketing Plan
2013	STARBUCKS PHILIPPINES Integrated Marketing Communications Campaign:
2013	LARSEN-DUTCHER CONSTRUCTION Public Relations Marketing Plan
2013	AMBER GOLD CHAIN OF RESTAURANTS Marketing Research Plan

CERTIFICATIONS

Thomson Reuters: Eikon Product Certified

Certified Learning & Teaching Specialist, Thomson
Reuters Content Academy

Licensed Life Insurance Agent:
00754-9939

REFERENCES

Available upon request

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