

# Venancio J. Castillo Jr, LPT

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## EDUCATION

### University of Cebu - Main Campus

Bachelor of Science - BS Education Major in English  
Board Licensure Examination for Professional Teachers

Cebu, PH

Graduation Date: March 2016  
Passed Exam Date: November 2016

## WORK EXPERIENCE

### Entrepreneur — Retail (School & Office Supply) & Forex Trading

Owner / Trader & Operator

Cebu, PH

October 2023 - Present

- Rules-based Forex trading, risk management, journaling; small-business ops (procurement, inventory, accounts).
- Automated repetitive checks with MT4/MQL4 components; built trading plan, SOPs, and daily review cadence; ran store operations end-to-end.
- Consistent execution against plan; faster order turnarounds; controlled drawdowns within rule-based limits.
- Documented checklists, trade logs, and dashboards keep the process easy to follow for self and coached traders.

### Better Bound Advertising

Chief Operations Officer

Cebu, PH

November 2020 - September 2023

- Operations leadership, sales enablement, CRM/ERP workflows, analytics.
- Built SOPs and playbooks; aligned sales, production, and IT; implemented resource scheduling and QA gates; led training.
- Improved on-time delivery and client satisfaction across concurrent campaigns.
- Clear SLAs, checklists, and post-mortem templates standardized delivery across teams.

### Automotive Marketing — Nissan Gateway • Toyota • Honda Cebu

Marketing Specialist (Field Sales)

Cebu, PH

July 2017 - October 2020

- English communication, prospecting, consultative selling, financing guidance.
- Qualified leads, tailored walk-throughs, coordinated delivery/after-sales, maintained relationships.
- Higher close rates and repeat/referral business across showrooms.
- Simple CRM notes, follow-up scripts, and hand-off checklists kept the process consistent.

### Raintree English School - English Second Language (ESL)

Head Instructor

Cebu, PH

October 2015 - May 2017

- Curriculum design, creative writing, classroom facilitation.
- Built lesson plans and exercises to simplify complex concepts; gave targeted feedback and drills.
- Improved comprehension and class participation across multi-level groups.
- Structured modules and rubrics ensured clear expectations and progress tracking.

## LEADERSHIP EXPERIENCE

### Entrepreneur — Retail (School & Office Supply) & Forex Trading

Owner / Trader & Operator

Cebu, PH

October 2023 - Present

- Retail operations, vendor relations, inventory systems.
- Managed procurement, pricing, and fulfillment with documented routines.
- Faster turnarounds and predictable stock levels.
- Daily/weekly cadences and SOPs keep the system readable and repeatable.

### Better Bound Advertising and Entrepreneur

Trainer & Coach (Sales • BPO • Forex)

Cebu, PH

November 2020 - Present

- Sales communication, telesales scripts, FX risk discipline.
- Delivered workshops, 1:1 coaching, and documentation from beginner to advanced FX; built telemarketing rules guides.
- Better adherence to process and improved trainee performance.
- Step-by-step guides, call flows, and trading journals structure learning.

### Better Bound Advertising

Chief Operations Officer

Cebu, PH

November 2020 - September 2023

- Operational leadership, cross-team coordination.
- Rolled out SOPs, playbooks, and training for sales, production, and IT.
- On-time delivery up; fewer rework loops; clearer accountability.
- Decks, checklists, and dashboards make processes easy to adopt.