



## **MICHELLE PALCO YUSON**

**Block 16 Lot 14 Rebecca Homes General Santos City**  
**#09267243516**

**PROFESSIONAL SUMMARY:** Accomplished and energetic Sales & Marketing Manager with a solid history of achievement in Real Estate Commercial & Residential with specialty in Leasing. Motivated Leader with strong organizational skills and prioritization abilities. Areas of expertise include decision making, negotiation and customer service oriented.

**Related Courses:** Leasing officer, Leasing, Events Officer,  
Admin officer , Marketing & Leasing Manager.

## **SKILLS:**

- |                              |                                |
|------------------------------|--------------------------------|
| -Basic photo & video editing | - Keppa graph reading          |
| -Sourcing products           | -Listing products              |
| - Negotiation                | -Judgement and Decision Making |
| - Sales & Marketing          | - Time Management              |
| - Leasing                    | - Customer Service oriented    |
| - Speaking                   | -Coordination                  |
| -Real estate related         |                                |

## **WORK EXPERIENCE**

**Marketing & Leasing Manager** February 9, 2015 – August 8, 2018 RD Realty Development Corporation

- Responsible for attracting buyers, selling and executing the sales transactions associated with real property.

- Develops and implements marketing strategies that meet the organization's real estate industry business targets. Manages all marketing, advertising and promotional activities for the organization.
- Produces marketing analysis reports for customer research, current market conditions and competitor information in order to determine real estate market requirements for existing and future products.
- Develops and coordinates marketing plans and strategies for the organization, monitors, reviews and reports on all marketing activities, results and staff performance.
- Determines and manages the marketing budget, pricing strategies and coordinates financial and budgeting activities to maximize operational efficiency.
- Manage external sales & marketing agencies as required.
- Review and provide input into sales documentation and agreements
- Analyze and evaluate the effectiveness of sales methods, costs, and results
- Manage, coordinate and motivate company sales and marketing functions to achieve required sales target.
- Helps to implement processes, procedures and tools to maximize the productivity and performance of the sales and marketing functions and to facilitate integration with other departments.
- Negotiate contracts with various providers and producers to manage marketing deliverables.
- Manages external marketing and advertising of vacancies
- Planning and executing on site marketing and advertising directives.
- Mentoring and training new leasing consultants.
- Develop a marketing strategy, evaluate marketing techniques available and select those techniques that have a maximum appeal to the target market at a reasonable cost.

#### **Leasing Assistant April 2, 2012 - January 15, 2015 - Araneta Group of Companies**

- Responsible for the administration and enforcement of the provisions of the Contract of Lease, rules and Regulations and company policies, and promotes and maintains harmonious and beneficial relations with lessees as well as the general public.
- Doing Sales and handling a thematic Exhibit, Events / concert and Specialty Leasing Program center wide.
- Meeting with prospects client
- Communicating with the media and organizers during events or concerts.
- Implementing the ideas in planning of redevelopment for Ali Mall Bazaar and Farmers Bazaar
- Prepares all lease-related documentation and related report.
- Coordinates closely with Billing and Collection units in the timely and accurate billing and collection of charges.
- Prepares manual and virtual SAP lease-related documentations

- Acts as the Front Liner of the Leasing Department on a scheduled basis.
- Maintains proper custody of lessees' 201 files and other records.

## **Documentation Specialist October 05, 2006 - March 31, 2012**

### **St. Francis Square Holdings Inc, Ortigas Center**

- Handling inquiry and concern of new and existing tenants
- Organized and handled the reshuffle of lessees in thematic Exhibit.
- Prepared updates of closing stalls and unpaid lessees.
- Prepared the Contracts of lessees and all lease documents.
- Monitored Lease Expiration of the contracts.
- In-charge in monitoring and collection of unpaid balances of the lessees.
- Monitored ingress and egress of lessees and checked their overextension of stalls

### **Seminars & Training Attended:**

#### **Amazon Online Arbitrage Sourcing September 9 - October 1, 2021**

- Learning Session on Leadership March 24, 2017 RD Realty Development Corporation
- Developing a Proper Attitude toward Authority at Work January 27, 2017 RD Realty Development Corporation
- Five Core Values: Achieving the goals through living the values February 24, 2017 RD Realty Development Corporation
- Coaching and Mentoring March 12, 2015 RD Realty Development Corporation
- How to become a Master Prospector by Chinkee Tan
- Front of the house and Customer Mania Training
- Shopping Center Management Training Program (SCMTP) Fundamentals at Araneta Group of Companies
- I.T. Orientation
- SAP and other related in-house software
- Call Center Agent Training Program (the Call Center Agent Core Skills Workshop )

July 28, 2006 – September 09, 2006

E-CALL TRAINING INC. Ortigas Center,  
Pasig City

## **EDUCATIONAL BACKGROUND**

**College:** Mindanao State University, General Santos City **2000 - 2004**

**Degree:** Bachelor of Science in Business Administration (BSBA)

Major in **Marketing**

**Undergrad (2<sup>nd</sup> year) of Master's Degree BSBA Marketing**

## **PERSONAL DATA**

Birthday: May 11, 1983

Age: 37

Place of Birth: General Santos City

Civil Status: Married

Citizenship: Filipino Religion: Christian