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# Renz Danielle Dugenia

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## Core Qualifications

- ✓ Driving profitability through Strategic Growth, Leading Team, and Marketing Strategies and Campaign;
- ✓ Able to handle complex situations while Planning and Implementing Sales Strategies and Budget Control;
- ✓ Ability to prepare detailed Sales Report and Presentations; experienced in creating marketing collateral (posters, short videos, powerpoint, etc>)
- ✓ Excellent Written and Oral English Communication,
- ✓ Proficient Customer Service skills;
- ✓ Proficient in Microsoft Office applications (Word, Excel, and Powerpoint);
- ✓ Experienced working at a startup with a significant growth
- ✓ Experienced in Events and Production Management

## Professional Experience

### **GLOBAL MOBILITY SERVICE PHILIPPINES, INC.**

**Makati City, Philippines**

#### ***4 Wheels Business Manager***

**March 2019 – December 2020**

Build a full-scale sales operation from the ground up; establishing database systems, developing sales and marketing strategies and campaigns. Overlook and manage all aspects of the 4 Wheel Division of a Japanese Fin-Tech Company.

- Monitor and analyze operations, provide plans for improvement, implement Mission and Vision and direction of the upper management. Troubleshoot problems at Division Manager level. Direct coordination and negotiation with internal and external partners. Prepare weekly/ monthly reports to General Manager and CEO including but not limited to sales applications, new sales, repossess and transfer release, profits and loss, and other important details and concerns of partner dealer, financing companies, and merchants.
- Analyze preferences and requests of partners.
- Developed and implemented strategic goals for sales and marketing campaigns for the TNVS and Logistics Groups; serve as project manager, leading a team of sales and after-sales staff, direct coordination and negotiation with contacts and partners.
- Provided reports to the General Manager and CEO relating to the Forecasted and Actual Performance of the Groups under the Division. Conducted regular meetings with the team for their reports and attended the Periodic Business Dept Meeting. Take proactive steps in ensuring that the 4W Division is constantly performing. Increased sales achievement from 0-100% and maintained 95-99% collection rate. Keep track of the industry trends and product scalability.
- Conduct interview to prospect employees; trained and supervised new employees on sales techniques, marketing, customer service, and operations procedure.

#### ***4 Wheels (4W) Sales and Marketing Assistant Manager***

**March 2017 – Feb 2019**

- Developed and implemented Auto Finance service business model; created and monitored its operational flow to various key accounts. Increased sales achievement and maintained 95-99% collection rate.

- Communicated and managed relationships with business partners, internal support team, and implemented the organization's operational guidelines, standards and policies.
- Conducted market research on Transport Network Vehicle System and related Government agencies such as LTO and LTFRB; analyze & review their responses and requirements for secured operations.
- Explored and developed new business partners and clients and negotiated with them to increase sales; Served as the point of contact and marketing arm among the different partners such as financing partners, vehicle dealers, insurance providers, and end-users.
- Investigated and resolved customers issues and complaints regarding operational matters – Handled all queries and client feedback in a professional manner.
- Tracked and recorded daily, weekly, and monthly sales and prepared related reports; documented and prepared reports on management and information systems; presented same to COO.
- Identified marketing and sales opportunities. Acquired leads from cold calls, business development initiatives, referrals from existing clients and events; develop prospect leads to qualified opportunity and directly close deals. Visit clients and carry out formal presentation of company profile, products and services.

#### **NTT DATA PHILIPPINES**

**Makati City, Philippines**

##### ***Marketing Consultant***

**Dec 2014 – May 2016**

Driving incremental sales for Oracle, Microsoft and SAP Business Solutions group to new prospective and existing customers.

- Identified new business opportunities thru cold calls, existing accounts, referrals, and events;
- Build strong relationships with existing clients, key decision makers and stakeholders to understand needs and requirements and recommended the appropriate Software Solutions;
- Developed leads and dormant accounts to be qualified opportunities;
- Conducted company profile and products and services presentations to various clients;
- Generating incremental revenue through prospecting, cold-calling, up-selling and cross-selling activities within a covered industry or account;
- Fulfilling a wide range of requests for information from current and prospective customers;
- Follows up with customers to track satisfaction levels and to uncover additional opportunities;
- Processed and submitted bidding and accreditation requirements to clients;
- Kept internal software and database (CRM) up to date with sales activities.

#### **SITEL PHILIPPINES, INC.**

**Mandaluyong City, Philippines**

##### ***Dispute Resolution Specialist***

**April - Dec 2013**

- Investigate and gather all relevant information to the claims of customers; negotiate and reach a resolution where both client and merchants are satisfied.
- Assisted customer inquiries including but not limited to account balance, payment dues, unrecognized transactions, travel notification, as well as waived past due and over limit fees; notates the account regarding customers' concerns and disputes.
- Secured account; activate and deactivate card, process replacement card for lost/ missing/ stolen card.

#### **Personal Information**

Age: 27

Citizenship: Filipino

Date of birth: March 28, 1993

Gender: Female

Place of birth: Makati City, NCR, Philippines

Civil Status: Single

## Education

UNIVERSITY OF THE PHILIPPINES, DILIMAN  
Master of Arts in Theatre Arts

2016  
Quezon City, Metro Manila

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES  
Bachelor of Arts in Theatre Arts  
*Cum Laude | Commission on Higher Education (CHED) Scholar*

2013  
Manila City, Metro Manila