

## **NELSON PONDOLANAN SILVA, MBA**

Antipolo City, Rizal, Philippines

M: 0917-8743637

E: npsilva25@gmail.com

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*Has more than 7 years work experience exposed in start-up companies, online advertising and ecommerce. Empowered SMEs and strengthen organization using expertise in sales management, business development, customer relations management, marketing management and strategic management. Always driven to exceed sales target, manage customer expectations, create strategic business solutions, lead by example and practice teamwork and ethical standards.*

### **CORE COMPETENCIES:**

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- Has background in selling web hosting and development, online banner ads, ad listings, search engine marketing, search engine optimization and ecommerce business solutions.
- Managed corporate and key accounts in different industries such as consumer electronics, retail telecommunications, information technology, sports and fitness, travel, services, food and beverages.
- Part of pioneer team of Multiply.com Philippines which empowered netrepreneurs (online sellers). Shared best practices in ecommerce industry and created merchant and marketing programs to increase volume of transactions and gross merchandise value.
- Part of pioneer team of LBCX Technologies (formerly LCC Ecommerce Solutions) which operated Theshop.ph. Part of the team that managed the user experience of Theshop.ph up to development of internal business process. Empowered merchants by providing robust ecommerce platform, reliable payment gateways and logistics solutions.
- Established Voyager Innovations' Regional Sales Team in Baguio City, Cebu City and Davao City. Recruit, create strategic plans, train and motivate 27 young and dynamic sales people to sell Tackthis.com and Takatack.com's products and services.

### **ACHIEVEMENTS:**

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- Recognized as LBCX Technologies Top Sales Performer in 2014.
- Increased gross merchandise value and volume of transactions of Theshop.ph's key accounts by 200% in 2<sup>nd</sup> half of 2014.
- Tripled the gross merchandise value and volume of transactions of Multiply.com's key accounts under computer and electronics category. These key accounts contributed 45% of Multiply.com's total gross merchandise value (GMV) in 2012.
- Improved collection efficiency of 88db.com Philippines in 2010 from 45% to 75%.
- Received 88db.com's Across the Universe award. This award given to individual who strategically acquired accounts and identified business opportunities in key cities in Metro Manila and PH Next Wave Cities.

### **PROJECT AND CAREER BACKGROUND:**

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#### **Regional Sales Project**

**Voyager Innovations Inc.** (owned by Smart Communications, the leading telecommunications company in the Philippines).

**Tackthis.com.ph** (August 2015 to December 2015)

- **Merchant Acquisition.** Manage sales people to acquire merchants and offer ecommerce business solutions of Tackthis.com.ph and Takatack.com in Baguio City, Cebu City and Davao City.
- **Cross-functions:** Work and collaborate with PLDT SMEnation for events and partnership.

#### **Business Development/ Sales Manager**

**LBCX Technologies Inc.** (owned by LBC Express, the number 1 logistics company in the Philippines).

**Theshop.ph** (June 2013 to August 2015)

- **Merchant Acquisition.** Identify business opportunities and offer end-to-end ecommerce business solutions through Theshop.ph products and services – ecommerce platform integrated by payment gateways and logistics.
- **Project Management.** Manage and monitor end-to-end development of merchant's online store from project briefing and design to system integrations and QA.

- **Account Management.** Establish long-term partnership and work hand-on-hand with merchants to increase online market presence and generate number of transactions.
- **Cross-functions.** Assist marketing department in creating and executing merchant campaigns and support customer experience and operations department in terms of product and merchant training.

### **Merchant Relations OIC Supervisor**

**Multiply.com Philippines, Inc.** (Under Naspers Group, a broad-based multinational internet and media group, offering services in more than 130 countries)

Mar 2011 – May 2013

- **Merchant Acquisition.** Acquired new accounts, converted existing merchants to use Multiply.com's ecommerce platform and offered Multiply.com's premium products and services – trusted badges, banner ads and site customization.
- **Account Management.** Shared best practices about the ecommerce industry, served as coordinator for Multiply.com's marketing campaigns and assisted customer relations team. Primarily handled the category of computers and electronics and created merchant campaigns to increase gross merchandise value (GMV).
- **Cross-functions.** Supervised specialists that primarily handled the category of Fashion, Beauty and Health, Sports and Fitness and services.

### **Sales Team Lead – Lead Generation, New Sales and Account Management**

**88db.com Philippines Inc.**

September 2008 to December 2010

- **Lead Generation.** Supervised the lead generation team to source leads from trade events, field saturation, print and online media; Qualified leads and assessed what products and services to offer.
- **Acquisition.** Supervised the New Sales team to sell company's premium products and services such as website development and hosting, search engine optimization, banner ads and paid ad listings.
- **Account Management.** Supervised the Account Management team to renew and upsell premium subscriptions, created reports for business review and managed project timelines.
- **Cross-functions.** Assisted marketing department on trade events; served as assigned person to monitor and manage collection efficiency; and assisted customer service team to address inquiries and inbound calls.

## **EDUCATIONAL BACKGROUND**

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### **Ateneo De Manila University Graduate School of Business**

Master in Business Administration

Ateneo-Regis MBA Program

AY 2013 – 2015

#### **Capstone Course Application:**

*Strategic Management on Mind Alliance Ventures Inc. (Memoxpress) - a company that leads in the dealership of mobile phones and operates different brands of retail stores such as Memoxpress, JuniorMX, TheHive, EcomMerX, and branded concept stores -Nokia, LG, Samsung, and Sony Xperia.*

### **Manila Central University**

#### **Bachelor of Science in Business Administration**

Major in Marketing

AY 2004 – 2008

*Dean's Lister, 2008 Best Business Plan, MCU-Junior Marketing Association President and Philippine Junior Marketing Association Governor.*

## **PERSONAL INFORMATION**

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- Owner of Locale (LIF Homeland Enterprises), an online business that sells world-class products all made in the Philippines.
- Managing Partner/ Marketing Manager of Furniture House, an online retail business that sells competitive price of office and home furniture.
- Has interest in travel, photography, new technologies and entrepreneurship.

## **CHARACTER REFERENCES**

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- Rafael Maramag – Head of Sales and Operations, Career Hub
- Cecilia Del Mundo – Business Development/Sales Head, LBCX Technologies Inc.
- Lizette Magpantay – Sales Senior Supervisor, Voyager Innovations, Inc.