

SANDY PANDE SANTOS

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SUMMARY

Experienced Marketing Manager (Digital and Offline), IT Business Partner, Web Programmer and Technical Support Engineer with over 8 years of experience in web programming and Internet Marketing.

EDUCATION

Double Degree in IT and Nursing

Business Administration, Bachelor of Science

June 1996 – March 2001

Major in Computer Applications

De La Salle University – College of Saint Benilde

Manila, Philippines

Nursing, Bachelor of Science

June 2007 – March 2009

Philippine College of Health and Sciences

Manila, Philippines

EXPERIENCE

Marketing Manager (Online and Offline)

Aug 2014 – Present

www.nuffieldhealthcare.com.sg

Nuffield Healthcare Private Limited, Singapore

Reason for Applying: Exploring for a more challenging role and mastering new skills in Marketing.

Lead marketing team to drive dental and medical services penetration and market development. Strategize, develop and execute the marketing programs. Liaise with various parties to conceptualize the corporate branding strategy. Inspire team members in goals and objectives achievement.

Project and event management including opening new clinic, joint promotions, corporate tie ups with SME and MNCs, PR Events. Meets marketing and sales financial objectives by forecasting requirements; preparing sales & marketing operating budgets, scheduling expenditures; analyzing variances and initiating corrective actions.

Conceptualize, design & develop marketing & event collaterals working in tandem with the management, web design & design team. Prepare artwork for production print and fabrication.

Project and Event Management

- Responsible in setting up new clinics in terms of designing artwork, glass panel stickers, and signages
- Invitation of nearby communities to attend the launch or open day
- Facilitates MOH inspection requirements
- Bulk Mail Distribution Coordination
- Photoshoot of Clinics and Staff
- Facilitates Dental Screening / Talks in various companies

Graphic and Video Design



SKILLS

Marketing Expertise:

Product Positioning
Brand Building
Team Leadership
Market Research
Event Management
Strategic Planning
Budgeting
Identity Creation
Product / Clinic Launch
Development of Training Materials
Web / Print Content Development
E-mail Marketing

E-mail Marketing Software:

Mailchimp
GetResponse
Aweber

Web & Graphic Tools:

Adobe Creative Suite
Dreamweaver
Adobe Photoshop
Adobe Illustrator
Adobe ImageReady
Macromedia Flash

Frontpage
WebHosting Management
(Linux Platform)

CSS
HTML/XHTML
DHTML
JavaScript
PHP

- Conceptualized corporate video and dentists' video to be used as educational purposes
- Prepared Promotions displayed in clinic TVs and iPads
- Designed Marketing Collaterals such as name cards, flyers, posters, company brochures, folders, stationeries, non-woven bags, goodie items for clients

Digital Marketing / Website Design

- Content and blog creation of the websites with the help of dentists.
- Lead Digital Marketing Team to develop corporate websites of Nuffield Healthcare in terms of logo, content, design, and website layout.
 - www.nuffieldhealthcare.com.sg
 - www.allon4.com.sg
 - www.jawsurgery.com.sg
 - www.thefaceinstitute.com.sg
 - www.nuffieldmedical.com.sg
- Responsible for managing social media content – Google, Facebook, Twitter, Instagram
- Promote awareness of company through Facebook Marketing, Google Adwords, and YouTube.
- Website revamping, creating landing pages to capture e-mail addresses for e-mail Marketing
- URL submission in multiple directories and search engines to promote site ranking

Training

- Trained Nuffield's call center agents to handle phone, chat, and e-mail enquiries.

IT Management

- Dropbox Management
- Website Domain Management
- Software Installation
- Hosting & E-mail Management
- Back Up Company Files
- Access Management – E-mail, Passwords, Etc.
- IT Support for Staff - AdHoc (Teamviewer Support)

Senior Analysis Sales Manager

Sept 2012 – Aug 2014

www.bych.sg

BYCH Hot Yoga (Formerly - Bikram Yoga City Hall), Singapore

Reason For Leaving: Seeking New Challenge

Collects, analyzes, evaluates and report data in order to increase sales productivity. Collects sales records & trends and evaluate performance measured against sales quotas. Analyze sales and performance records; interpret results of overall sales, recommends promotion or change of personnel in under-productive departments. Assist management in developing and reviewing the sales budget and rolling sales forecast including sales to budget variance analysis. Communicates sales reporting and sales forecasting to the Director. Provides customized reporting and recommendations in support of ongoing business decisions or initiatives. Conducts quantitative analysis including but not limited to ROI, trending, identification and assessment of opportunities and risks.

SQL Administration

Video Editing Software:

Explaindio
Videoscribe
iMovie
Windows Movie Maker

CMS

Joomla!
Wordpress

FTP

CuteFTP
SmartFTP
Filezilla

Microsoft Office Package:

Excel
Word
Powerpoint
MS Access
MS Visio
Outlook

OS:

Mac OS X Lion
Windows 9X
Windows 2000
Windows ME
Windows XP
Windows Vista
Windows 7
Windows 8
Windows 10

Project Management:

Clarity

Ticket Tracking Tools:

Siebel
Phoenix CSS
Remedy

Web Application Platforms:

Sharepoint
Global Web Intelligence Suite

PC Remote Access

TeamViewer
LanDesk
GotoAssist

Desktop Support Engineer
www.btfrontline.com.sg
British Telecoms, Singapore
Reason For Leaving: End of Contract

Apr 2012 – Sept 2012

KK Women’s and Children’s Hospital
- Service Desk Analyst
Collected and created incident tickets for desktop/hospital applications issues. Closed an average of fifteen (15) to seventeen (17) tickets daily taking minimal resolved time in an efficient manner. Tracked and addressed trended issues and planned long-term resolution strategies for chronic problems. Supported Lotus Notes and Exchange Users. Acted as an escalation point where difficult or controversial calls are received. Produces statistics and management reports. Utilized Remedy tracking system. Trained new service desk analysts and developed documentation.

Standard Chartered Bank (CBP Site)
- Incident Management Administrator / On-Site Engineer
Negotiated with other managers to establish priorities. Worked proactively in identification of top recurring incidents. Influenced product and project delivery through the incident management process. Communicated with all levels of management. Provides a single point of contact for all Standard Chartered Bank users to report problems and assist to raise service requests. Fulfills end-users’ requirements for resolving issues and accurately assign severities. Provides 1st and 2nd level of technical IT support to users for troubleshooting and resolution IT problems via onsite/phone/emails. Provides assistance to 2nd Level as and when requested. Monitors and tracks the cases that were logged and do proper follow-up to users on all outstanding cases until closure. Provides review to ensure that all incident tickets/assignments are closed. Documents all reported incidents to identify trends to assist in future problem resolution. Performs daily/weekly/monthly reporting for Service Desk activities.

IT Specialist / Treatment Coordinator
www.canaan.com.sg
Canaan Dental Surgery Pte. Ltd., Singapore
Reason For Leaving: Needed a Full-Time Position

Nov 2011 – Feb 2011

IT Business Partner Associate for Marketing & R&D
Unilever Asia, IT, Singapore
Reason For Leaving: Reorganization of the IT & Marketing Department

April 2010 – Oct 2011

Investigates, documents, and analyses current business processes. Administers and Supports IT processes in providing the required services to Marketing and Research and Development. Investigates threats/vulnerabilities and assess the impact of externally hosted Unilever Web sites. Discover and coordinate with hosting providers/design agencies to remediate threats incurred by the Web sites. Liaises with Unilever’s Brand Managers in Europe, Asia, and AMET (Africa, Middle East and Turkey) IT Business partners on registering/decommissioning Web sites. Reports directly to IT Business Partnering Director for Marketing and R&D / Stakeholders and provides monthly Web site scan report for Europe, Asia and AMET region with statistics and analysis. Assists during audit of Web sites by providing quarterly or monthly reports per country. Reviews e-mails and Storefront SRs (Service Requests) from our web hosting. Coordinates with the Transition Team for changes in Web sites such as decommissioning, shutting down of sites or migration. Uploads, update and maintains files of IT BP Team through SharePoint. Assists, maintains, and change Marketing and R&D Project Status of IT BP Marketing Director through Clarity. Creates and maintains a central repository of Web sites for each region. Follows-up with Global Team and External Vendors on Web site scans, remediation, etc. Develops the process for managing consumer facing Web sites in conjunction with

Online Advertising

Google AdSense
Google Adwords

AdBrite
Chitika
Affiliate Marketing
Facebook Marketing

Others:

Citrix

Dropbox Management

Active Directory Management

E-mail Marketing/Link Exchange

Search Engine Optimization

Familiar with ITIL concepts

Digital Marketing
Charting/Reporting with Microsoft Excel

Microsoft Office Communicator

Typing Speed:

Net Speed 62-72 words per minute with 98% accuracy

processes in Global Service Delivery and any existing in-country processes. Liaises with respective teams in the countries and globally, assist the user community in transition to new processes.

Text Agent – Directory Assistance

Jan 2010 – Jun 2010

www.kgbdeals.com

kgb_ Philippines, Makati City, Philippines

Reason For Leaving: Not Enough Work or Challenge

Network Solutions Specialist

Jun 2009 – Aug 2009

www.aegisglobal.com

Aegis PeopleSupport Inc., Makati City, Philippines

Reason For Leaving: Further Studies

Web Designer/Internet Marketer & Graphic Artist (Part-Time)

Jan 2002 – Dec 2008

Freelance, Manila, Philippines

Portfolios available upon request

Technical Support Engineer

Aug 2003 – Feb 2006

www.sykes.com

Sykes Asia Inc., Makati City, Philippines

ACTIVITIES & AWARDS

Adobe Photoshop/Illustrator Workshop, Chatsworth Medi@rt Academy, 11E Mount Sophia #02-26/27/28 Singapore, Singapore (April 1, 2012 & April 8, 2012)

Impact Training (Getting to the Heart of Technical Support), Sykes Asia Inc., 28th Fl., Robinsons Summit Bldg., Ayala Ave. Makati City, Philippines (April 16, 2004 & April 25, 2004)

Effective Business Writing Training, Sykes Asia, Inc., 28th Fl., Robinsons Summit Bldg., Ayala Ave. Makati City, Philippines (January 26, 2004 – January 31, 2004)

American English Optimization Training, Sykes Asia, Inc., 28th Fl., Robinsons Summit Bldg., Ayala Ave. Makati City (August 11 – August 20, 2003)

Women's Basketball Varsity, DLSU – College of Saint Benilde, Manila, Philippines (1997-2000)

Rhythmic Circle (Vocalist, Band Member), DLSU – College of Saint Benilde, Manila, Philippines (1997-2000)