

# CANDYD PHILLINE R. SIA

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## WORK EXPERIENCE

### Ayala Land Premier

Premier Property Specialist, September 20, 2017 - May 3, 2018

- Presents and sells Residential lots, Condominiums, Golf & Club Shares across Luzon, Visayas and Mindanao
- Client engagement activities (Telemarketing, Email Marketing, Mall booth and Site Manning, Events Marketing, Customer Service)

### Tralulu | Tralulu.com

Marketing Intern, August 24, 2016 - December 2016

- Created and Managed the Facebook Group - Travel Local in Singapore and Malaysia, which currently has 580+ members and 40+ unique posts.

### De La Salle University's Animo Business Innovation Zone

Co-owner of Almusalle, January 2016 - March 2016

- Launched a new brand and developed the menu offerings to be sold at the kiosk.
- Managed day-to-day business operations and finances.
- Designed the banner and menu for the kiosk.
- Invested P50,000 and gained a net profit of P100,000+ in the course 3 months.

### Horsepower.ph

Horsepower.ph | <http://horsepower.ph/>

Market Research Intern, July 2015 - August 2015

- Researched about the top 3 countries the company wants to penetrate in the future.
- Investigated the situation of entrepreneurship, healthcare system, social security situation, provision and cost for social security programs, private health insurance situation, and other related services of each country.

## CO-CURRICULAR

### Mc Wilson Corporation

Marketing Intern, May 2017 - August 2017

- Observed product and service elements as a mystery diner at different branches of Tokyo Bubble Tea and Gringo.
- Created a 5-year Service Plan for Tokyo Bubble Tea.
- Prepared promotional materials (photo & video) for both Tokyo Bubble Tea and Gringo.
- Increased Tokyo Bubble Tea's organic social media reach and engagement by improving elements on their branded content.
- Gold Outstanding Thesis Awardee for the service plan entitled, "A service plan for Tokyo Bubble Tea".

### TEAMCOMM - De La Salle University

Marketing Associate for The Third Communication Conference, March 2017- July 2017

- Contacted and Invited Media Partners for the Event.
- Secured partnerships with Magic 89.9, Philippine Daily Inquirer, Wazzup Pilipinas and GiveMe Unlimited.

### AIESEC - De La Salle University | [aiesec.org](http://aiesec.org)

Associate of the Incoming Global Internship Program, September 2014 - May 2015

- Cold Called, Emailed and Set-up meetings with both startups and multinationals to pitch and offer our Global Internship Program.
- Performed duties such as Visa processing, Airport pick-ups, Accommodation search, Cultural Immersions for the foreign interns that came to our country.
- Created a Visa Processing Guide

### Annual Recruitment Week in De La Salle University

Productions Assistant Leader for the Frosh Welcoming, June 2015

- Created statues, built a grand entrance and stage for the event and decorated the whole university according to the assigned theme.

### GLOBAL ENTREPRENEURSHIP: Being Globally Competitive with AIESEC

Event organizer, August 2015

- Successfully invited 10 attendees and partnered up with one start-up company.

## EDUCATION

2018	ATENEO CONFUCIUS INSTITUTE Basic Chinese 1 & 2
2018	INTERNATIONAL SCHOOL FOR CULINARY ARTS AND HOTEL MANAGEMENT Fundamentals in Culinary Arts
2013 - 2017	DE LA SALLE UNIVERSITY - MANILA Bachelor of Science degree in Marketing Management Dean's List: Term 2 A.Y 2014-2015 (Term GPA: 3.417) Term 3 A.Y 2014-2015 (Term GPA: 3.143) Term 3 A.Y 2015-2016 (Term GPA: 3.375)
2009 - 2013	ST. PETER THE APOSTLE SCHOOL Third Honors SY. 2014-2015, High School Diploma, March 2013.

## PERSONAL BACKGROUND

**Computer Skills:** Knowledgeable in using Microsoft Office, Adobe Photoshop, Movie Maker, Final Cut Pro

**Interest and Skills:** Digital Photography, Food and Travel Blogging, Photo Editing, Reading, Researching, Organizing

**Language:** English, Filipino, Chinese

**Blog:** [www.twentysomethinggoesto.wordpress.com](http://www.twentysomethinggoesto.wordpress.com) and <http://candydevours.wordpress.com/>