

# RAFAEL ANTON A. DOMINGUEZ

3294 Dungan St., United Paranaque 2 Sbdvn., Brgy. San Martin de Porres, Paranaque City  
m: +63 998 970 2012 | e: raffdominguez@yahoo.com; raff.anton.dominguez@gmail.com  
LinkedIn: <http://linkedin.com/in/rafael-anton-dominguez-1545345a>



---

## WORK EXPERIENCE

2020 – present

### Shopping Center Management Company (SCMC)

#### MALL MANAGER (Senior Level), MALL OPERATIONS

- September 2020 – present
- Ensuring a profitable mall operation in accordance with Management's directives and income expectations.
- Strategic planning to implement constant enhancement of the physical value of the property and to ensure a safe and secure environment to all stakeholders
- Maintaining leadership in the retail industry
- Scope:
  - Building Administration and Property Management
  - Tenant Relations
  - Mall Revenue and Profitability Performance
  - Budget Preparation
  - Tenant Sales Performance
  - Marketing Initiatives
  - Administrative Management
  - Human Resource Management

2016 – 2020

### SM Lifestyle, Inc. (SM Cinema)

#### OPERATIONS PLANNING MANAGER (Senior Level), BUSINESS PLANNING & DEVELOPMENT

- March 2019 – September 2020
- Nationwide financials and data (KPIs) analytics and presentations
  - Product/Movie changes
  - Pricing strategy
  - Alignment of nationwide-related implementations
- Budget preparation and target setting
  - Budget preparation with movie line-up, producer negotiations, food introductions, branches, cinema formats/products, planned process improvements: manpower efficiencies due to automation, push for online purchases, among others
  - Determines completeness and feasibility, business cases and post-launch review
  - Financial analysis and monitoring of proposed and implemented programs
- Product analytics and performance
- Planning of all operational efficiencies
- Conceptualization and review of financial runs for New Concepts
- **Most significant accomplishments:** 6% cost savings for 2019, 109% Net Income plan attainment, a core contributor in the launching of the Philippines' first Drive-in Cinema, among others.

#### REGIONAL OPERATIONS MANAGER (Senior Level), CINEMA OPERATIONS

- March 2018 – March 2019
- Management of Cinema Operations on a regional level
- **Most significant accomplishments:** Highest IMAX % to Sales, Highest Advance Ticket Sales on a Branch Level, Promoted 4 people to the Branch Management Team, seamless implementation of the Senior Citizen Program in Southmall, 15% sales growth YTD 2018, 37% Net Income growth YTD 2018, among others.

#### BRANCH MANAGER (Manager Level), CINEMA OPERATIONS

- May 2016 – March 2018
- Management of Cinema and Food Operations on a branch level
- **Most significant awards/accomplishments:** Avengers in Aura Movie Promotion, Highest Occupancy Rate and Highest Capture Rate

2013 – 2016

### Cavallino, Inc. (RACKS)

#### RESTAURANT MANAGER

- **Most significant awards:** Most Consistent in Quality Audit, Highest Sales Growth for 2015, Highest Operating Income for 2015, Highest Gross Profit for 2015, among others.

2013                      **Chef Resty's Roast Beef Carving Station**  
OPERATIONS AND MARKETING EXECUTIVE

2011 – 2013            **Almon Marina, Inc.**  
RESTAURANT MANAGER

---

## EDUCATION

**Tertiary Education - B.S. Hotel and Restaurant Management**  
University of Santo Tomas, Manila, Philippines  
June 2007 – April 2011

**Secondary and Primary Education**  
Colegio San Agustin, Makati, Philippines  
June 1995 – April 2007

---

## CERTIFICATION/S

### **FoodSHAP Basic Food Safety for Food Handlers**

Issuing Organization:      FoodSHAP  
Issue Date:                      July 2019  
Expiry Date:                     July 2022  
Credential ID:                  FSF1-BE3269BA

---

## SEMINARS ATTENDED

2019      **FoodSHAP Basic Food Safety Training**, FoodSHAP

2018      **Management Development Program: Leadership**, SM School of Leadership

2017      **Mall-Cinema Planning and Development: Financial Analysis Spreadsheet Tool (F.A.S.T.)**, SMPHI  
            **Developing and Leading a Culture of Service Excellence**, Disney Institute  
            **Sustaining a Culture of Service Excellence**, Disney Institute  
            **Critical Thinking**, SM's Management Development Program  
            **Toolkit for Managerial Effectiveness**, SM's Management Development Program  
            **Osram XBO Technical Workshop**, Ascendant Global and Osram

2016      **Movie Selection and Scheduling Session**, SM Lifestyle Entertainment, Inc.

---

## PERSONAL & PROFESSIONAL BACKGROUND

My nickname is RAFF and born on February 12, 1989. Proficient in Microsoft 365 and Adobe Photoshop. Nine years of experience from managing complex businesses ranging from restaurants, catering and food carts to cinema and snack bar operations, business development and analytics. This enabled me to build my ability to adapt and to compete on a high level, consistently. I spearheaded programs and procedures to increase profitability and sales. Moreover, I am an extrovert with commendations for my rapport with clients, guests and colleagues.

---

## REFERENCES

**Karen C. Zabaljauregui**  
Sr. Asst. Vice President, SMPHI

**Edwin D. Nava**  
Vice President, Cinema Operations

**Maria Anicia P. Naval**  
Sr. Vice President, SM Cinema