

## John Edward M. San Agustin

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### CAREER OBJECTIVE

Marketing Graduate with more than 1 year experience in overall product management (supply acquisition, market research, and performance analysis). Possess highly adaptive persona to handle multiple stakeholders and work with cross-functional teams with strict deadlines

### WORK EXPERIENCE

GRAB PHILIPPINES, Makati City

#### Growth Associate

April 2018 – September 2019

- Handled end-to-end process (Business Development, Strategic Planning, and Operations) of new Grab vertical, Bus Marketplace, with major key achievements of acquiring 5 major bus players for First Quarter of launch and reaching an average of 10% WoW growth in passenger bookings
- Conducted feasibility studies in select areas for Grab's special projects
- Executed 3 Grab ad hoc projects: Grab Christmas Express, MoveWithGrab, and Grab Magic Shuttle

QEV PHILIPPINES INC., Makati City

#### Intern

October 2017 – December 2017

- Conducted Market Research (UAI & FGD) of electromobility industry
- Devised an annual GTM plan for QEV Philippines including SWOT analysis, Market Trend Analysis, Budget Plan, and Sales Forecast
- Planned Photo Ops & Press Release for Shell-QEV Partnership

### EDUCATION

De La Salle University-Manila, Taft Avenue (May 2013- February 2018)

**Bachelor of Science in Marketing, Cum Laude, Outstanding Thesis Nominee, 1<sup>st</sup> Honors Deans Lister**

PAREF Southridge School, Muntinlupa (June 2001 – March 2013)\_

**Graduate. Loyalty Award, Honors Awardee (Silver) Student Awardee. Peer Facilitators (President)**

### TECHNICAL SKILLS

Basic	Content Creation tools (Adobe Photoshop) and CRM tools (LeanPlum, Zendesk)
Intermediate	Microsoft Programs (Excel, Powerpoint, and Word)
	Business Analytics Software (Tableau, Holistics)

### REFERENCES

Available Upon Request