**FARAH M. MORADA**

Zone 2, San Isidro, Talisay City, Cebu

+639 339406565, (032) 4621483

[farah.morada@yahoo.com](mailto:farah.morada@yahoo.com)

**Objective: To render my service as an employee in a professional office environment where my skills are valued and can benefit the organization.**

**SKILLS AND CAPABILITIES**

* Exceptional listener and communicator who effectively conveys information verbally and in writing. Proven relationship-builder with unparalleled interpersonal skills
* Full understanding of the principles of marketing
* Exhibits problem solver qualities, obtains presentation and project management skills
* Demonstrated aptitude for identifying, scrutinizing, improving and streamlining complex work processes through highly analytical thinking and analysis.
* Flexible team player who thrives in environments requiring ability to effectively prioritize and juggle multiple concurrent projects.
* Computer-literate performer with extensive software proficiency covering wide variety of applications especially MS Word, Excel, Powerpoint and Outlook

**EXPERIENCE**

**JRooz Review Center Inc.**

**Sales and Marketing Associate (Mystech Dynamics, Inc.) January 2014 – present**

Assist the COO in implementing marketing plans. Propose marketing strategies to boost the number of clients for Search Engine Optimization and Website Design and Development. Monitor trends in the industry. Conduct market research used in conceptualizing marketing strategies.

**Aegis People Support, Inc. August 2013 – January 2014**

**Outbound Agent (Sit-up Account), Service Agent (Expedia Account)**

Managed outbound calls efficiently and effectively for order processing, cross-selling and up-selling main and alternative items to ensure customer service satisfaction. Assisted customers in booking, cancelling and changing their respective flight itineraries to suit their wants and needs. Achieved success in acquiring target sales by cross-selling and up-selling products to new and existing customers over the phone, established customer resolutions and developed customer satisfaction.

**Primary Homes Inc. June – October 2011**

**Marketing Intern**

Worked within a team environment to carry out a full range of marketing functions internally and externally. Developed and managed a wide range of marketing tools, including proposals, presentations, and promotional materials. Established clear and constant communication with business development leaders and clients.

**Dough It Student Enterprise June 2011 – March 2013**

**Finance Manager**

Worked with accomplishments in planning and leading comprehensive marketing and financial strategies in support of business goals and objectives. Conducted surveys and analyzed results. Evaluated target markets and proposed marketing strategies. Promoted products and services; generated leads and initiated sales. Possess a broad background in coordinating projects, planning events and promoting business services. Produced variety of business materials, including: letters, reports, proposals and forms. Proof read and edited all referenced written materials. Exceptional organizational and time management skills with attention to detail.

**Seminars 1st Student Finance Convention;** Cebu International Convention Center,

February 28-March 1, 2013

**“Touch Me Not: Ethical Issues in the Workplace” Forum**, University of

the Philippines - Cebu, February 2013

**1st COMEPP Regional Convention,** Cebu International Convention Center,

November 28-29, 2012

**1st Student Marketing Convention,** University of San Carlos – South

Campus, October 2011

**EDUCATION TERTIARY**

**Bachelor of Science in Business Administration –**

**Double Major in Marketing Management and Entrepreneurship**

University of San Carlos, Main Campus, Cebu City

2009 - 2013

**SECONDARY**

Saint Theresa’s College, Ramon Aboitiz Street, Cebu City

2005 - 2009

**AWARDS Dean’s Lister**

University of San Carlos

A.Y. 2010-2011 1st Semester

**AFFILIATIONS** Campus Coordinator and Building Custodian, **Supreme Student Council**

Member, **Junior People Management Association of the Philippines**

June 2012 – March 2013

Member, **Society of Young Business Executives and Entrepreneurs**

Member, **PRODIGY Club**

Member, **IMAGE Club**

June 2009 – March 2013

University of San Carlos

**REFERENCES Aussie T. del Rosario, DDM**

Dentist and Managing Director

World Financial Marketing Alliance, Inc.

09228210347, (032) 272-6840

**Anna Marie R. Baloran, MBA**

Business Administration Professor

University of San Carlos

09228266770, (032) 253-1000

**Atty. Jesus D. Velez**

Lawyer, Councilor (Minglanilla, Cebu) and Head of Student Affairs

University of San Jose-Recoletos

(032) 253-7900 local 233