



# Ma. Evelyn Garcia-Atilano

## Program Loyalty Sales Manager

### Professional Summary

Accomplished Programme Sales Manager with 16+ years of experience driving revenue growth and leading sales teams to exceed targets. Expert in market analysis, customer segmentation, and crafting high-impact sales strategies. Known for building strong client relationships, hands-on leadership, and delivering customized solutions that surpass expectations.

### Contact

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📍 Block 2 Lot 29 Vista Rosa Subdivision, Brgy. Soro-Soro, Binan Laguna

### Skills

- Strategic Planning
- Team Leadership and Coaching
- Administrative Support
- Data Driven Decision Making
- Effective Communication and Negotiation
- Email management
- Market Analysis and Trend Identification

### Language

- English
- Filipino

### Experience

May 2022-January 2024

#### **PROGRAM LOYALTY SALES MANAGER/THE PENINSULA MANILA/HILTON KUALA LUMPUR/ANANTARA THE PALM DUBAI**

ProMark Strategies

- Developed and executed sales strategies for loyalty membership growth.
- Collaborated with cross-functional teams to drive program success.
- Analyzed data to optimize performance and refine approaches.

July 2021-April 2022

#### **BUSINESS ASSOCIATE**

Accenture

- Addresses any issues promptly to guarantee the program's success.
- Ensures adherence to budget constraints, quality standards, and regulatory requirements while driving continuous improvement and achieving desired outcomes.

December 2019-September 2020

#### **ACQUISITION MANAGER**

Manila House Private Club LLC

- Responsible for identifying and attracting new members, developing strategies to promote membership, and networking to build relationships. The goal is to expand the club's membership by showcasing its benefits and amenities, fostering growth, and creating a vibrant, inclusive community.

● **October 2013-October 2019**

**PROGRAM DIRECTOR/THE BELLEVUE MANILA**

IMS Loyalty Programs

- Responsible for managing the hotel's loyalty program, ensuring the team meets or exceeds sales targets. Sets challenging yet achievable team and individual goals aligned with hotel objectives.
- Provides support to the hotel on program-related matters such as marketing, collateral requests, and policy clarification.
- Handles member renewals, complaints, and concerns to ensure customer satisfaction and program success

● **May 2010-June 2013**

**PROGRAM MANAGER/DUSIT THANI MANILA**

IMS Loyalty Programs

- Developed and managed key accounts by creating customized sales strategies to meet client needs and drive revenue growth. Created accurate sales forecasts and budgets, using historical data and market trends to predict performance and allocate resources efficiently.

● **August 2003- May 2010**

**SUPERVISOR/MANDARIN ORIENTAL MANILA**

HotelMark

- Responsible for overseeing daily operations of the loyalty program, managing a team to ensure exceptional customer service. Duties include providing guidance, training, and support while monitoring program performance, analyzing data, and recommending improvements. The goal is to maintain high customer satisfaction, enhance member engagement, and contribute to the program's overall success.



**Education**



**LA CONSOLACION COLLEGE**

Bachelor of Hotel and Restaurant Management