

# Mark Phillip C. Dollano

Mobile No: 0998-254-6977

Email address: mcdollano@gmail.com

3<sup>rd</sup> St. Extension, Progress Homes Subdivision

Canaman, Camarines Sur 4402

Philippines



## Objective

A Marketing Professional who is looking to switch careers in the field of I.T.

## Profile

A graduate of Bachelor of Science in Food Service and Institutional Management that has pronounced experience in Sales and Marketing both for online and traditional platforms. Young, dynamic, and creative individual that excels in the fields of creative writing, design, and has deep interests in business, innovation and technology.

## Skills

- Public Speaking
- Excellent communication and people skills
- Creative Writing
- Photo Editing (Proficient in using Adobe Photoshop)
- Event Organizing
- Event Hosting
- Design
- Strategic Planning
- Excellent knowledge of MS applications and online applications (wordpress.com, medium.com, canva.com)

## Eligibility

### Career Service Examination Passer

Professional Level

October 2014

## Work History

### Job Title

### Duties and Responsibilities:

#### Online Content Writer

April 17, 2017 – present  
Panda Cash Back

- Writes fresh content based on the type of orders of the clients
- Writes press releases, blogs, and news articles
- Ensures that content contains sufficient keywords for search engine optimization
- Technical Writing
- Ghost Writing

#### Training & Recruitment Officer

March 2017 – present  
K Realty Services

- Design and implement training and development programmes based on the needs of the organisation and individuals
- Produce training materials for participants
- Evaluate participants' rate of improvement
- Handles recruitment activities
- Conduct job interviews and design the overall screening process
- Creates recruitment ads both for online and traditional

platforms

**Marketing Consultant**

March 1, 2017 –  
March 31, 2017  
Fit and Cheats  
Restaurant

- Created the Marketing Plan for the company
- Designed the company's logo
- Conceptualized the design of the uniforms of the staff
- Made the company's HR Forms
- Handled the company's recruitment activity and was in charge in the initial screening process
- Designed the company's brochure and online advertisements

**Marketing Officer**

October 2014 –  
February 2017  
Communities Naga  
Inc.

- Assists in creating sales promotions and events both for online and traditional platforms
- Create and post online content on company's social media page
- Conceptualizes and creates the design of company's marketing materials such as banner ads, billboards, invites, t shirt design, brochures, etc.
- Conduct market and competition analysis to help in the company's strategic planning
- Facilitates the training of company's Sales Networks
- Even Hosting
- Supervise the production of company's In House Sales Team

## Education

**Tertiary**

**Universidad de Sta. Isabel**

Bachelor of Science in Food Service and Institutional Management  
2011 – 2014  
Jacob St. Naga City, Philippines 4400

**Secondary**

**Ateneo de Naga University**

2004 – 2008  
Km. 7, Pacol, Naga City

## Trainings and Seminars Attended

**Camella Digital Transformation**

Training for Digital Marketing 101  
May 12, 2015  
Vista Land Starmall Alabang  
Muntinlupa 1770, Philippines

**Sales Activity Management**

September 14, 2015  
Quezon Premier Resort  
Lucena City, Philippines

**Training and Educating the Sales Force**

September 15, 2015  
Quezon Premier Resort  
Lucena City, Philippines

**Sales Recruitment and Selection**

September 16, 2015  
Quezon Premier Resort  
Lucena City, Philippines

**Blog to Business Seminar**

Make money by blogging. Wherever you are.  
August 20, 2016  
Avenue Square, Magsaysay  
Naga City, Philippines

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**Achievements  
and Awards**

**Best Director**

Philippine Literature Role Play Competition  
March 17, 2013  
USI Auditorium  
Naga City, Philippines

**Best Presenter**

Presentation Skills 101  
August 2015  
Camella Commercial Building  
Del Rosario, Naga City, Philippines

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**Personal  
Information**

**Age:** 24  
**Gender:** Male  
**Civil Status:** Single  
**Nationality:** Filipino  
**Religion:** Roman Catholic  
**Date of Birth:** August 13, 1992  
**Place of Birth:** Naga City, Philippines

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**Affiliations**

**Days With the Lord – Men (2011 – present)**

Batch XIII – Vice Captain  
Universidad de Sta. Isabel  
Jacob St., Naga City 4400  
Philippines

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**Character  
References**

Available upon request

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*I hereby certify that the above information is correct to the best of my knowledge and belief.*

**Mark Phillip C. Dollano**

Applicant