



EVENT, SALES &  
MARKETING  
PROFESSIONALS

LEADER &  
THE GAME CHANGER



# TJ YUSON

PROFESSIONAL PROFILE

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# THE MAN WHO DARES AND WINS


Born in Manila on December 24, 1985, and raised in Calbayog City, Samar, TJ epitomizes the epic story of “a probinsyano who wants to make it big in the city”.

## **“I dare to dream big and aim for great results!”**

With a strong will to succeed, TJ sought his own luck in Manila. He worked as a service crew of Burger Machine, a gasoline boy, and a Dunkin Donut staff, World of Fun service crew, a sales personnel of Toby's Sports, a Marketing Assistant of Tom's World, and Account Manager of jobsDb.com.

## Stepping Up

TJ wanted to learn more so he applied to the position of Marketing Officer in SM Supermalls Head Office. He got the job and was behind the many successful projects of the company including the launching of the SM MOA Eye where he handled the SM by the Bay Amusement Park. Soon afterward, he got an offer from the Resorts World Manila and successfully launched the Provincial Bus Program.



After five years of working in the corporate world, TJ established his own Event Management Company. Utilizing his marketing skills and social connections, he promoted his new career as Professional Event Planner, Choreographer and Event Director for corporate, schools, and other public events.

## Aiming Higher

TJ crafts his own Crazy Brilliant Marketing Strategies, incorporating them into a well-executed Marketing Activation plan. In due time, he executed another creative project - the first-ever Online Advertising company [www.eventsvenue.com.ph](http://www.eventsvenue.com.ph). In its 3-years of online presence, the website has become a leading online wedding directory.

He published two editions of eventsvenue magazine and getting ready for the next. His websites increased in numbers, too. He launched 11 wedding and events websites (Cavite, Pangasinan, Pampanga, Batangas, Baguio, Laguna, Tarlac, Boracay, Davao, and Cebu). To guarantee continuous online and offline marketing activation, TJ organized wedding expos around the country. This 2018, TJ plans are focused on Video Production of wedding suppliers and events.

# SERVING WITH A HEART

As proud founder of the Wedding Suppliers Association of the Philippines, TJ wants to provide more value and significance on the role of the events suppliers while focusing on the security and protection of clients and suppliers.

“My Vision is to make the Event Suppliers of the Philippines a globally-recognized World Class Service Provider.

My Mission is to help and promote Filipino Wedding Suppliers who have great potentials to conquer the global market, enhance their business ethics, and professionalize the image branding.”

For this goal, he took up the Masterclass in Event Specialization at the De La Salle College of Benilde. He is now a TESDA National Certificate III Events Management certified. He also got a lot of invites from different schools to be a resource speaker.

WRITTEN BY  
ELEANOR  
LLABORE

## THE NEXT PROJECT

And if you think TJ has stopped dreaming big, your guess is as good as mine. He is unstoppable. TJ's next dream is to launch his own foundation - “Tulong ni Juan Foundation” which aims to help men become better fathers and better citizens of the community.

As his final note, TJ imparted this words of wisdom -

“Hindi mo kailangan maging Matalino para maging magaling. Kailangan mol ang makinig at mag-isip”

NEVER STOP  
BUILDING  
YOUR  
AUDIENCE





# THEL JESUS "TJ" YUSON

+63 926 662 9900 | tjeventsprod@gmail.com

## CAREER OBJECTIVE

Obtain Events -Marketing/ Sales Management Top Executive Position in various fields of Advertising, Promotional and Events with Sales and Customer Service Related Industry.

## PERSONAL PROFILE

Comprehensive experience in environments with problem resolution, economic and business functions, all in time critical, fast-paced and high volume settings. Good academic and practical training in Management and Marketing.

Fast learner with high energy and a drive to succeed expectations. Well disciplined with proven ability to manage multiple assignments efficiently under extreme pressure while meeting tight deadline schedules.

Strong team builder and facilitator, fosters an atmosphere that encourages highly talented management professionals to balance high level skills with maximum production.

A consistent student leader from Elementary to College and with good academic track records. Competent in oral and communication skills. Creative and resourceful in any endeavor and determined in finishing any goal with utmost perfection.

## QUALIFICATION SUMMARY

- Sales & Marketing Expert for six (14) years focusing on products & services trading which involves advertising, promotions, sponsorship and events.
- Ability to communicate on various levels with advertisers, artists, corporate clients and media contacts.
- Ability to formulate Marketing Programs (Brand Awareness Program)
- Event Management, Sponsorship & Partnerships, Sales & Marketing Management

## SCHOOL ATTENDED

**ASIAN INSTITUTE OF MANAGEMENT**  
Franchising Business Model Online Program (Nov. 2020)

**INTERNATIONAL BUSINESS MANAGEMENT**  
Economics & International Business (Oct. 2020)  
Strategy & Operations (Nov. 2020)

**DE LA SALLE COLLEGE OF SAINT BENILDE**  
Certified Events Specialist Diploma (Nov. 2018)

**TANCINCO TIBURCIO MEMORIAL INSTITUTE**  
Business Administration Major in Marketing (2003-2007)

## AFFILIATION

**WEDDING SUPPLIERS ASSOCIATION OF THE PHILIPPINES INC. (WSAP)**

President 2018 -2022

**PHILIPPINE LEGIT ONLINE SELLERS ASSOCIATION**

President 2020 -2022

## WORK EXPERIENCE

**MOBILE PALENGKE - FOUNDER**

March 2020 - Present

\*Over-all responsible for Sales & Marketing activities of the company including the whole operations and business development. I am also incharge to oversees new franchisees and provides training and information on the business policies and procedures. He is responsible for finding and developing new franchisees for the business.

**AVP - SALES & MARKETING**

EventsVenue Philippines| Dec. 12. 2012 to March 2020

- \*Over-all responsible for Sales & Marketing activities of the company, concerning on the sponsorship, partnership, promotions and events.
- \*We are liable on the companies sales growth and image branding.
- \*We develops new concepts, ideas and potential brand that creates new business for the company.

**ASSISTANT MANAGER**

Resorts World Manila| Jan. 2012 to Dec. 2012

- Manage and Supervise Sales Executive in CALABARZON area
- Prepares weekly and monthly sales report.
- Check monthly inventory of company fixed asset.
- Responsible in planning, directing, or coordinating supportive services of an organization.
- In charge in maintaining smooth operations of bus program in daily trip.
- Is responsible in evaluating subordinates based on actual performance.
- Over all in-charge in Advertising, Promotion, Sponsorship & Events

**MARKETING OFFICER**

SM Prime Holdings Inc.| July 2011 to December 2011

- \*Over-all responsible for Sales & Marketing activities of the company, concerning on the sponsorship, partnership, promotions and events.
- \*We are liable on the companies sales growth and image branding.
- \*We develops new concepts, ideas and potential brand that creates new business for the company.

**ACCOUNT MANAGER**

JobsDB Philippines Inc.| Mar. 2010 to July. 2011

- \* Responsibility for the sales process from initial point of contact (lead generation), presentations, proposals, through contract negotiations and execution. Meet/exceed minimum quarterly and annual sales objectives.
- \* Work closely with the operational and tele-services teams, utilize relationships to ensure that product implementation schedules are met.
- \* Facilitate strategic partners' resources to assist in the sales process.
- \* Engage, equip, and lead all sales channels (including distribution partners) with appropriate training, tools, and strategy development for products/services.