

PAULO T. FERNANDEZ

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**OBJECTIVE**

To be a part of highly dynamic & competitive organization where I can use my core competencies, acquired skillset, & extensive experience in the Sales & Marketing field to significantly contribute in growing the overall business of the company

EDUCATION

2011- 2015

UNIVERSITY OF SANTO TOMAS

Bachelor of Science degree in Commerce, Major in Marketing Management

WORK EXPERIENCE

AUG 2021- PRESENT

BANK OF CHINA LTD., MANILA BRANCH

Assistant Relationship Manager – Institutional Banking Unit

- Act as IB point of contact in IB Customer Support
- Assist clients with routine account related requests.
- Identify opportunities, actively engage in marketing/cross-selling activities of IB in the promotion of RMB Business
- Perform diligently Know-Your-Customer, Due Diligence/Enhanced Due Diligence activities as required by Regulatory and Internal Compliance/AML Policies
- Coordinate with internal units and provide instructions to concerned parties on account maintenance tasks.
- Completes IB regular reporting and handle daily exception closure
- Performs control accountabilities of Departmental Operations Risk Representative (DORR) or Unit Compliance Representative (UCR)
- Be part of the bank's digital transformation efforts including but not limited to being assigned to agile teams and work on the required deliverables or take on additional business as usual functions designated by department/unit heads
- Participate in customer-centric projects, initiatives, and programs led by designated teams in the organization
- Perform a survey to bank clients on customer

- experience and other customer expectations
- Perform general administrative functions in support of the Units objectives and mandate

JAN 2017 – JUL 2021

BANK OF CHINA LTD., MANILA BRANCH

Marketing Associate – Institutional Banking Unit

- Devise & execute promotional strategies for the bank's wide array of financial services and products targeting Financial Institution clients;
- Build collaborative & innovative relationship with clients through regular business reviews & alignment meetings;
- Analyze financial data & create monthly reports for the Headquarters;
- Support all Financial Institution accounts on any transactional issues or queries;
- Conduct regular periodic review on all Financial Institution clients which includes obtaining the *Know-Your-Customer* requirements, transactional review, name screening, and risk assessment of every Financial Institution client.

AUG 2015 – DEC 2016

CHINA BANKING CORPORATION

Marketing Assistant – Institutional Banking Group

- Promoted the bank's corporate products and services to clients;
- Cultivated strong business relationship to existing clients as well as prospective clients by providing quality customer service and follow through;
- Generated compensating business to the bank by facilitating loan payments, drawdowns, as well as drafting credit facility proposals for prospective and existing clients;
- Provided support to all Corporate accounts and ensuring all banking needs of clients are met.

APR 2014 – JUL 2014

HYUNDAI ASIA RESOURCES, INC.

Marketing Intern – Brand Activation Department

- Collaborated with sales agents during car shows and events to promote the company's vehicular products and after-market services;
- Developed creative marketing materials for Public Relations and Competitive Advertising.

NOTABLE PROJECTS

BANK OF CHINA LTD., MANILA BRANCH

NOV 2020 **BOCMNL-UPI SETTLEMENT PROJECT VIA BANCNET**

- One of the pioneers in developing the Bank of China-UnionPay International Settlement Project. Initiated the on-boarding of Issuing Banks involved in the project.

OCT 2018 BANK OF CHINA MANILA RMB COMMUNITY LAUNCH

- One of the pioneers in launching the RMB Community of Bank of China Manila Branch. Executed the account opening of all Participating Banks.

JUN 2017 BANCS DATA MIGRATION AND CLEANSING

- Provided crucial assistance which involved encoding and converting of critical customer data to be migrated in the BANCS System.
- Created weekly reports to Management on the progress of the customer data encoding, conversion, and migration.

SEMINARS ATTENDED

July 29, 2017 - August 5, 2017

Customer Service Workshop

Tower Club, Philamlife Tower, Makati City

July 6, 2019 - July 13, 2019

**Basics of Fixed Income Securities, Fixed
Income Processing & Settlements**

The Finance Centre, BGC, Taguig City

REFERENCE

Available Upon Request.