

**PAULO T. FERNANDEZ**

Multinational Village, Paranaque City

Mobile #: +639177928503

fernandezpaulo0724@gmail.com

**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**

JAN 2017 – PRESENT

**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.