

Nico Salvador

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OBJECTIVE

To make the world a more exciting and interesting place.

EXPERIENCE

January 2013 - present

Avellana & Associates Inc.

One of the oldest all-Filipino owned full-service advertising and public relations firms in the country. Services clients including Kia Motors, Hanes, and Holcim Philippines.

Communications Planner

Primarily responsible for the development of overall strategies for achieving clients' desired objectives, and the implementation of such. Was heavily involved in management of projects such as Kia's media test drive in Batanes, the launch of the 2013 Carens, the annual Kia Cup football festival, the 2014 PBA team naming contest, and the Kia Beats Music Festival.

July 2012 – January 2013

Avellana & Associates Inc.

Digital Media Platform Officer

Handled social media and digital marketing for the agency's clients. Acted as primary designer for the systems and processes behind projects such as online raffles and registration systems.

August 2011 – September 2013

Elevate Skate Company

A small business owned by myself and a friend, focusing on selling and importing aggressive inline skates and parts.

Part owner

Handled all aspects of running the business, from coordinating with our overseas suppliers, sourcing new products to offer, marketing our products and services, to the handling of accounting and finances.

January 2011 – June 2012

Smart 1 Corporation

Our family's holdings corporation, with interests in real estate, construction, manufacturing, and automobile sales.

Assistant Vice President

Involved in the general management of most aspects of our family businesses, from overseeing construction work, dealing with tenants of rental properties, and creating and evaluating plans for new projects and business ventures.

July 2010 – January 2011

Maverick By Design

Special Projects Coordinator

Was responsible for handling the overall running of various projects undertaken by the company, such as the design and sale of display installations for Mang Inasal, Dickies, and Absolut Vodka; participation in the 2010 St. James Bazaar and WORLDBEX Expo; and the establishment of a new division devoted to consumer sales of LED lighting fixtures.

April 2009 – May 2009

Orange and Bronze Software Labs

Project Management and Business Analysis intern

Worked on the development of an internal payroll, accounting, and financial reporting system. Gathered feature and usage requirements from the eventual end-users of the system, then translated these into a basic system framework. Took charge of contacting and evaluating potential software vendors and providers.

EDUCATION

June 2006 – April 2010

University of the Philippines - Diliman

Bachelor of Science in Business Administration

- > AY 2009-10 – President, UP Association of Business Administration Majors
- > AY 2008-09 – Chairperson, UP Circle of Entrepreneurs Operations Committee

June 2003 – March 2006

Grace Bible Academy (Baguio City)

- > Class Valedictorian

June 1994 – March 2003

Xavier School

- > Honorable Mention graduate

SKILLS

Strategic planning

Event management

Data analysis and systems design

Basic photography, videography, and graphics design

Proficiencies in Microsoft Office, Adobe Photoshop, Adobe Premiere, and Sony Vegas

Self-taught in Java (for Android), HTML/CSS

Basic language proficiency in Mandarin Chinese

Non-professional driver's license holder

REFERENCES

Professional references available upon request.