



Melane P. Buezon

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PROFESSIONAL SUMMARY

Results-driven Sales and Logistics Manager with more than 15 years of experience in freight forwarding, logistics management, sales and marketing, and client relationship management. Proven track record of driving revenue growth, leading high-performing sales teams, and optimizing operations. Skilled in strategic planning, business development, and financial analysis, with a strong ability to foster customer loyalty and enhance team performance.

CORE COMPETENCIES

- Freight Forwarding & Logistics Management
- Sales & Business Development
- Strategic Planning & Revenue Growth
- Client Relationship Management (CRM)
- Operations & Team Leadership
- Negotiation & Financial Reporting
- Microsoft Excel & Data-Driven Sales

PROFESSIONAL EXPERIENCE

Crest Forwarder Inc. (Jan 2016 – July 2025)

9 years, 4 months

Manila, Philippines

Sales Manager | Jan 2024 – July 2025

- Directed sales team operations, achieving year-over-year revenue growth and securing major accounts.
- Developed and executed data-driven sales strategies aligned with corporate goals.
- Consistently exceeded monthly quotas by optimizing lead generation and closing high-value deals.

Branch Manager | Jan 2023 – Dec 2023

- Managed end-to-end transportation and logistics functions, ensuring compliance with safety and regulatory standards.
- Reduced costs and improved supply chain efficiency through vendor negotiations and risk mitigation.
- Reported branch performance and KPIs directly to the CEO and Board of Directors.

Junior Sales Team Leader | Oct 2017 – Dec 2022

- Led sales team to consistently achieve targets and improve lead conversion rates.
- Developed sales strategies and scripts that boosted customer acquisition.
- Analyzed performance metrics and implemented process improvements to enhance client satisfaction.

Accounting Specialist | Apr 2016 – Oct 2017

- Supported month-end and year-end financial closing, ensuring accuracy of general ledger transactions.
- Assisted in financial analysis, budgeting, and forecasting activities.
- Maintained compliance with accounting standards and audit requirements.

Marshall Parkway Ventures Corporation | Oct 2014 – Sept 2015

Manila, Philippines

Accounting Staff (AR/AP/Treasury) – 10 months

- Managed daily cash requirements and processed invoices and supplier payments in compliance with policies.
- Collaborated with cross-functional teams to streamline billing and logistics operations.
- Maintained accurate financial documentation for audits and reviews.

Monaco Manufacturing Corporation | July 2012 – July 2014

Quezon City, Philippines

Accounting Staff (AP) – 2 years

- Executed invoice processing, expense reporting, and AP controls to ensure accurate transactions.
- Coordinated with AP team to meet cut-off deadlines and maintain an accurate AP ledger.
- Supported payment proposal reviews and secured approvals for timely processing.

RLMU Enterprises Inc. | Nov 2009 – Jan 2012

Meycauayan City, Bulacan Philippines – 2 years, 2 months

Accounting Staff (AR)

- Oversaw accounts receivable aging, billing, and collections.
- Monitored overdue accounts, escalating risks for timely resolution.
- Generated accurate invoices and ensured compliance with credit policies.

EDUCATION

Polytechnic University of the Philippines (Manila)

Graduate Diploma in Business Administration – Major in Management | 2004 – 2008

SEMINARS & TRAININGS

- Import Procedures and Documentation
BusinessCoach, Inc. (May 2025 and Feb 2014)
- Bookkeeping
BusinessCoach, Inc. (Apr 2013)

ADDITIONAL INFORMATION

- Languages: English, Filipino
- References: Available upon request