

# EVANGELYN SO SENG

MARKETING CONSULTANT // 34 YEARS OLD

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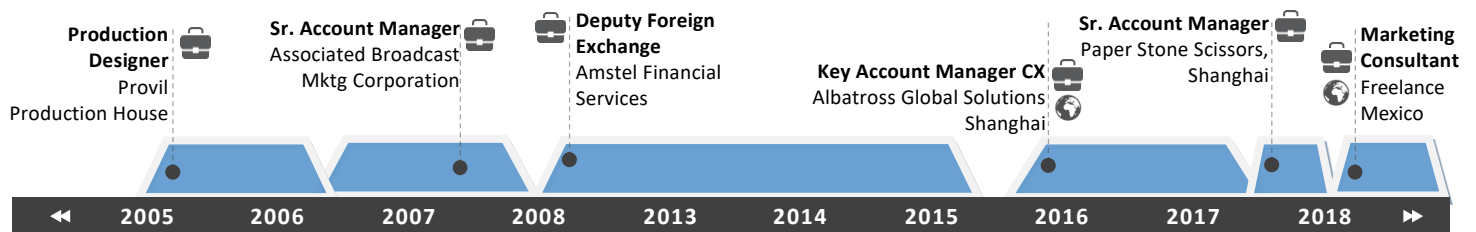
gelynsoseng@gmail.com  
[click here for work samples](#)

## WHAT I BRING TO THE TABLE:

- Over 10 years of international experience in China, South East Asia and Latin America
- Years of experience leading a team to winning an industry award focused on revenue
- Mastery in client & customer satisfaction for luxury brands (Cartier, Luxottica & Montblanc)

## WHAT'S MY STORY

▼ WORK EXPERIENCE

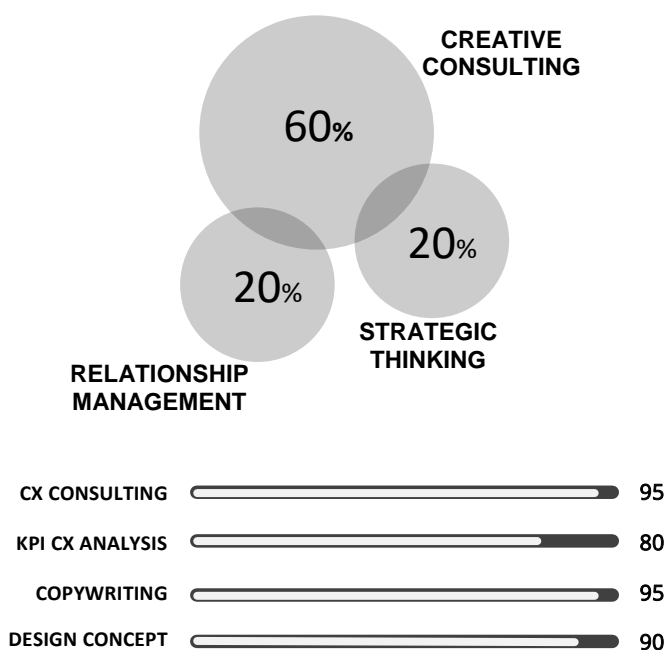


**Advertising Management**  
Bachelor of Science Degree (Philippines)  
De La Salle University, Manila



EDUCATION ▲

## COMPETENCE



## INTERNATIONAL EXPERIENCE



## INTERESTS





### PROFESSIONAL EXPERIENCE

#### MARKETING CONSULTANT – Freelance Consultant



Puebla, Mexico

Jan 2018 – PRESENT

- Helping companies worldwide with content creation and visualization.
- Lay-out conceptualization and content writing for marketing materials (press-kits, brochures, letters & scripts)
- Worked with Golin China for Club Med Joyview Anji Resort and Club Med Joyview Golden Coast Resort.

#### SENIOR ACCOUNT MANAGER VI/BRAND COMMUNICATIONS – Paper Stone Scissors



Shanghai, China

Aug 2017 – Dec 2017

- Developing strong client relations by rendering services focused on elevating visual and brand communication strategies.
- Building & maintaining relationships with various companies in the FMCG, retail, financial services, wellness and hospitality industry.
- Clients include amongst others: Kohler, Hilton, Ritz Carlton, Pull & Bear, Herman Miller, Element Fresh and Reshape
- Conceptualizing and executing VI and brand communication strategies for current and new brands.
- Worked closely with graphics team and creative director on visual lay-out and copywriting.
- Scope of knowledge and expertise cover: Visual Identity & VI guidelines, VI applications, brand communication concept brand story, brand activation, website and social media concept.

#### CUSTOMER EXPERIENCE ACCOUNT MANAGER – Albatross Global Solutions



Shanghai, China

Nov 2015 – Aug 2017

- Creating successful relationships with internal and external stakeholders. Building strong client relationships in the luxury retail industry whilst promoting, evaluating and executing the company's CEM products.
- Creation and renewal of contracts. Successfully increased total billable amount for all accounts handled by 100% in 2017 signed contracts.
- Build and strengthen relationships of accounts handled and consulted in the luxury retail industry (Cartier, Montblanc, IWC, Luxottica Group, Kering Group, Loewe, Christian Louboutin, McLaren, Lacoste and Diptyque)
- Tasks included: Program client brief, coordination, project kick-off preparation and project supervision for both local and worldwide projects
- Report and face-to-face presentation and consultation services
- Analyzing trends and gathering best practices shared amongst various players in the luxury industry
- Translating data into actionable solutions that generate maximum business impact
- Helping brands customize and deliver unique in-store and digital customer experience, re-shape staff training materials and KPIs through research and sharing effective insights with the end goal of maximizing advocacy and generating the highest purchase intention

#### DEPUTY TO THE HEAD OF FOREIGN EXCHANGE DEVISION – Amstel Financial Services



Manila, Philippines

Jan 2008 – Feb 2015

- Aside from daily tasks of mediating and executing FX deals and exceeding quotas, assists and assumes responsibilities of the FX Division head in his absence
- Build, maintain and strengthen successful relationship in the banking industry. Accounts handled are part of treasury departments in international and local banking institutions. (HSBC, Deutsche Bank, ANZ, INGU, BDOM, PBM, JP Morgan Chase)
- Part of the initial team tasked to set up the FX division. Conducted cold-calling to different financial institutions and face-to-face presentations for company and service introduction.
- Successfully built and co-lead the division which won the award in 2012 for the firm with highest volume traded in the PDEX dealing system
- Number 1 revenue generator of the FX division having 3 out of top 5 highest revenue generators. Successfully increased revenue from accounts handled by 25% quarterly
- Conduct FX, sales and client management training quarterly.
- Assists division head with forecast and budget allocation.
- KPI analysis, team evaluation and appraisal.
- Sales and marketing management planning.

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### SENIOR ACCOUNT MANAGER – Associated Broadcast Marketing Corporation



Jun 2006 – Dec 2007

- Formulate and execute client media planning requirements in different entertainment segments aired in ABC5 (Philippines local TV station).
- Build, strengthen and maintain client relationships in the media industry. Clients handled: Starcom, Mediavest, Dentsu and Mindshare
- Generation of effective media placement proposals in the entertainment division of ABC5
- In charge of acquiring sponsorship packages for shows i.e. Philippine Idol – American Idol franchise.
- Consistently achieved and exceeded quota by at least 25% quarterly

### PRODUCTION DESIGNER – Provil Production House



Jan 2005 – Jun 2006

- Costume and set planning, sourcing and production of local TV commercials.
- Visual style, direction and execution of TV commercials
- Production briefing with creative agencies and clients
- Providing scale drawings or models for studio/set and sourcing; Planning and monitoring design budget

## EDUCATION AND SPECIALIZED COURSES

### Bachelor of Science Major in Advertising Management – De La Salle University, Manila, Philippines

2001 - 2004

### Licensed Foreign Exchange Broker – Securites and Exchange Comission , Philippines

2008

### Money market and FX market Certification Examination – Treasury Certification Program, Philippines

2008

### Licensed Real Estate Broker – Philippine Regulatory Comission, Philippines

2008

### Mandarin Langage Course – Jiaotong University, Shanghai, China

2015

## VOLUNTEER & OUTREACH

### IVHQ - Nepal – Orphanage, Kathmandu, Nepal

2014

### IVHQ - Guatemala – Orphanage and Coffee Farming, Antigua, Guatemala

2013

### Edge of Africa – Social Outreach, Knysna, South Africa

2012

### Edge of Africa – Wildlife Conservation, Albertenia, South Africa

2012