



VINCENT G. TABAYAG



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Brgy. Canlubang, Calamba City, Laguna , Philippines

PROFESSIONAL EXPERIENCE

AUG 2019 - SEP 2023 | MARKETING MANAGER
APICIUS CULINARY ARTS & HOTEL MANAGEMENT, INC. - GROUP OF COMPANIES

- Developing marketing strategies for 5 branches
- Leading and training a team of branch managers and marketing coordinators per branch
- Organizing promotional events and coordinating day-of deliveries and staffing
- Reviewing current marketing campaigns for weaknesses and developing solutions within budget constraints
- Identifying potential new markets and creating a plan to enter the market
- Brand collaboration with local and international manufactures
- Design, creation and implementation of Digital and trade activities across all channels
- Attending and presenting at trade shows, events and orientation on behalf of the company.
- Partnership with different prestigious schools in the Europe, Australia and Canada

JULY 2017 – JULY 2019 | JUNIOR BRAND MANAGER

OCTOBER 2014 – JULY 2017 | TRADE MARKETING SPECIALIST

YANYAN INTERNATIONAL (PHILS.), INC. | IFP MANUFACTURING CORPORATION

- Creation, management, promotion and implementation of trade marketing activities and programs in support to the Institutional, Modern Trade and Gen Trade Department.
- Coordination with the Marketing Manager for the branding and design of creative marketing materials in support of brands and other marketing programs.
- Attending and presenting at trade shows, events and orientation on behalf of the company.
- Identify the latest trends and activities online across all social media network platforms.
- Management of Social media activities in line with the company's activities and programs
- Design, creation and implementation of Digital Marketing activities across all Social Media channels
- Submission of infographics and blogs to press release sites as SEO platform
- Management of company website which includes updates of contents, pictures and Search Engine Optimization.
- Perform store visits in all Modern Trade outlets and secondary accounts
- Provide feedback to management on new product launches or re-launch initiatives
- Collect and disseminate practices for profitable Trade Marketing activities
- Work closely with the sales team to ensure trade marketing strategies are aligned with sales objectives & revenue targets.

JULY 2013 – SEPTEMBER 2014 | ACCOUNT EXECUTIVE

AMERICAN TECHNOLOGIES, INC.

- Corporate Account – IT Distribution and consumer goods. Introduction of new product technologies.
- Coordination with the principal supplier in entering the local market here in the Philippines
- Analyzing market conditions, new trends and competitors to come-up with the product pricing & distribution
- Marketing Research & Making Proposals
- Setting appointments and product presentation
- Field works and ocular visit

JUNE 2012 – JULY 2014 | SALES AND MARKETING OFFICER

IMAP WEBSOLUTIONS, INC.

- Serve as a link between the company and web developer
- Search Engine Optimization of websites (Online & Offline SEO)
- Creation of Web promotional banners
- Social Media Management & Email Marketing
- Keep existing Accounts and qualifying inbound inquiries
- Account Management
- Monitor timely billing and collection

FEBRUARY 2013 – PRESENT | CREATIVE HEAD

BRAND X MANILA

- Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion
- Lead brainstorming/creative sessions to generate ideas
- Write and design unique and well-crafted copy that meet clients' needs as well as our own
- Revise content and presentations, approve/reject ideas, provide feedback to the team

EVENTS & PROJECT HANDLED

- Puregold - Aling Puring & Kaindustriya (2015 - 2019)
- Super 8 Funfest (2015 - 2019)
- Suysing Sukiday (2016-2019)
- San Roque Supermarket Barangay Caravan (2015 - 2019)
- 7-Elven Run (2016-1019)
- International Food Exhibition (IFEX) Philippines (2017-2019)
- Bakery Fair (207-2019)
- Philippine Food Expo (2018)
- SIAL ASEAN Manila (2018)
- Asia Food Expo (2018)
- Food & Drinks Asia (2017-2018)
- The Manila Food and Beverages Expo - MAFBEX (2015 - 2019)
- Harry Chocolate PH & Wackie Corn Chips Media Launch (2019)
- Partnership with Cartoon Network & Warner Brothers - various brands of Yanyan & IFP Manufacturing Corporation

FREELANCE PROJECTS

Apicius Culinary Arts (Present)

- Marketing Consultancy

Lines and Stripes Philippines (2020-2023)

- Social Media Management, Website Design & Development, Creation of Brochure and Collaterals

American Master PH& Uni-Home PH (2020-2023)

- Social Media Management, Website Design & Development, Creation of Brochure and Collaterals, Infographics

AGS Philippines, AGS Europe and PhilPol Trade (2021)

- Website Design & Development, Logo Creation

Rainbow Pacific Philippines (2020)

- Social Media Management

Jiyu Wellness Spa | Sili Loco | HOPE NGO (2021)

- Logo Design & Creation

PROFESSIONAL PROFILE

A highly competent and driven professional who is a former Head of Marketing of an Academe with a combined knowledge and experience in Brand Management, Digital Marketing and Graphic Design.

As a Head of Marketing, my core duties are supervising multiple branches and teams of employees, planning and implementing marketing activities, and improving processes and programs. In addition, I am responsible for creating marketing and promotional campaigns to reach our target market.

Furthermore, my knowledge and experience across various industries have equipped me to excel as a marketing professional, enabling me to facilitate events and create graphic materials, websites, and manage social media effectively.

EDUCATION

Polytechnic University of the Philippines - Sta. Mesa Manila (Main Campus)
Bachelor of Science in Business Administration
Major in Marketing Management
2008 - 2012

PERSONAL INFORMATION

Date of Birth : February 7, 1992
Place of Birth : Iriga City, Camarines Sur, Bicol
Age : 32 years old
Nationality : Filipino
Gender : Male
Religion : Born Again Christian
Civil Status : Single
Language : English and Filipino

CORE SKILLS

- Advance Knowledge in Adobe Photoshop and Illustrator
- Advance Knowledge in Microsoft Offices (Word, PowerPoint Presentation and Excel)
- Social Media Management and Digital Marketing
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Content Management System & Email Marketing
- Strong Public Relations
- People Management
- Intermediate Knowledge in Computer Hardware
- Intermediate knowledge in Sketch-up 3D Editing

SOCIAL PROFILE



Facebook
www.facebook.com/cennntttt



LinkedIn
www.linkedin.com/in/cennntttt



Instagram
www.instagram.com/cennntttt