

PORTFOLIO: Charley Mendoza

WORK EXPERIENCE:

Marketing Consultant (April 9, 2018 – September 12, 2018)

- Bliimo Technologies Inc. – Marketing strategies, planning, budgeting and implementation (online, print, collaterals, events)

Marketing & Sales Consultant (February 23 – May 26, 2018)

- UCCP Gen. Assembly and 70th Anniversary, CDO – Marketing strategies, PR, Oversee Events, Sales Lead and Training

Marketing Consultant/Event Organizer (August 1, 2017 – January 2, 2018)

- Lamudi – Marketing strategies, planning, budgeting and implementation (online, print, collaterals, events)
- The Peak Launch (Marco Polo, Davao) – Seminar for online marketing, launching of new project in Davao, accreditation of real estate's agents
- Housing Fair (SM Megamall) – property exhibits, auctions
- The Outlook (Marquis, BGC) – conference, awarding, reporting of real estates in the Philippines
- Social Media

Marketing Consultant (February – August 20, 2017)

- **Nail Files Social Media Management**

- ❖ **Stage Director/Manager**
- ❖ **Event Organizer**
- ❖ **Project Manager**
- ❖ **Marketing/Event Consultant**

- *GuillBern 25th Anniversary, (April 8, 2016 - Marco Polo Ortigas)*
- *Marion's 18th Birthday, (April 16, 2016 – Edsa Shangri-la)*
- *Dr. Sy 70th Birthday, (August 1, 2016 – Dr. Sy Hall, UST)*
- *Rafthon & Higalaay Festival (June – August 31, 2016)*

Marketing, Events & Business Development Officer (Feb. 16, 2015 – March 8, 2016)

- *Urban Jungle, Convergys, Arboretum Parking UP Ayala Land Technohub – BPO employees event for health and wellness; Soft launching of Yuneoh*
- *Social Media*
- *Accion PCTA – Augmented reality game*
- *Movie Screening: Mocking Jay*

Marketing Promotions and Events Executive (Apr. 1, 2013 – October 13, 2014)

MILO Events – year round events from sports, schools, offices and trade (malls, supermarkets, public markets) activations.

- *MILO Marathon (runs nationwide in 17 key cities)*
- *MILO Little Olympics (runs in Luzon, Visayas, Mindanao and NCR)*
- *MILO Summer Sports Clinics (runs nationwide)*
- *MILO APEX – Running School (runs in key cities nationwide)*
- *MILO Sponsor activities (Nickelodeon, Cartoon Network, Bullrunner, etc.) (runs nationwide)*
- *MILO School Tour (runs nationwide)*
- *MILO R2 Office Tours*
- *MILO R2 Public & Supermarkets Activations*
- *Nutriloader Breakfast Brigada (Nationwide)*
- *Nutriloader Public & Supermarkets Launch*
- *MILO 50th Anniversary*
- *Other MILO sponsored activations nationwide*

National MILO Events Coordinator/Marketing Assistant (Nestle Rockwell, Makati) (Feb. 2011 – March 30, 2013)

MILO Events

- *MILO Marathon (runs nationwide in 16 key cities) – Oversees all implementation nationwide (sampling, materials, manpower, program); assists sampling preparations/activations in selected regions; over-all-in-charge for Manila races*
- *MILO Little Olympics (runs in Luzon, Visayas, Mindanao and NCR) - Oversees all implementation nationwide (sampling, materials, manpower, program); assists sampling preparations/activations in selected regions; assisted in the program such as script editing and sounds in selected regions; over-all-in-charge for Manila legs*
- *MILO Summer Sports Clinics (runs nationwide) - Oversees all implementation nationwide (sampling, materials, manpower, program); over-all-in-charge for Manila clinics*

- *MILO APEX – Running School (runs in key cities nationwide) – scheduling and cascading of manpower, materials. etc.; oversees activation*
- *MILO ARETE – Challenge (runs nationwide all Nestle plants) – responsible for implementation, collating and finalizing runners' result and awarding;*
- *MILO Sponsor activities (Nickelodeon, Cartoon Network, Bullrunner, etc.) (runs nationwide) – Oversees sampling activity and merchandising*
- *MILO School Tour (runs nationwide)- oversees nationwide implementation*
- *MILO Sampling Activities (PuregoldTindahanniAlingPuring, Robinsons Kids Fair, etc.) (runs nationwide) - oversees nationwide implementation.*

Freelancer Host/Events Organizer

- FEU Institute of Arts and Science Anniversary – Feb. 2006
- FEU Tamaraw Volunteers General Assembly – July 2007
- Other 18th birthdays, office events 2009 – present
- Baby Girlz Crew, Eivissa Club, Tomas Morato – Nov. 2010
- Rock is Cool Concert, Valenzuela Dome – July 2011
- 25th Anniversary Pat Goc-Ong, Nestle Philippines Sept. 2012
- Lego Rustans Weekly Show, Rustans Makati – December 2016

Project: Frenzy World Aids Day Awareness (Dec.1, 2010 Music Hall, Mall of Asia)

- Secretariat
- Event Coordinator
- Production Assistant

ESL Teacher (June 29, 2008 – February 12, 2010)

ESL Teacher (Elementary to Business Level English Speaking Students)

Junior Camp Lead Teacher 2009

- University Lead Teacher 2010
- Vocabulary Teacher
- TOEIC and American Dictation Teacher

Teacher, Japan

- Pre-kindergarten class advisor

- 1st – 2nd grade Drama teacher

**ACHIEVEMENTS/
CERTIFICATES:**

- Drama and Theater Workshop for Peace and Development 2004
- 5th Department of Communication-Wide Forum on Research: Research in the Cyber Age 2004
- 1st Student Ad Congress 2006
- 2006 Annual Conference of Journalism and Communication Students in the Philippines 2006
- Shaping Efficient and Competent Campus Journalists: An Algam of Values and Talents 2006
- FEU Job Fair 2007
- Dekalibre (short film) FEU MASS COMMUNICATION DOKYUFEST 2005
- FEU MASS COMMUNICATION FILM FESTIVAL:
Best Screenplay (DEAD END) 2006-2007
Best Short film (DEAD END) 2006-2007
Best Director (DEAD END) 2006-2007
Best Actor (DEAD END) 2006-2007
- TEFL/TESOL 2007
(Teaching English as second and first language)
- SHE Workshop 2011, 2012

**TRAININGS /
SEMINARS
ATTENDED:**

- Drama and Theater Workshop For Peace and Development 2004
- 5th Department of Communication-Wide Forum on Research: Research in the Cyber Age 2004
- 1st Student Ad Congress 2006
- 2006 Annual Conference of Journalism and Communication Students in the Philippines 2006
- Shaping Efficient and Competent Campus Journalists: An Algam of Values and Talents 2006
- English Language Circle '07
- Presentation Skills 2013
- Creativity Workshop 2014
- Nielsen Retail Audit 101 2014
- NielsenHomepanel 101 2014
- Sports Events Safety Training 2014
- Sports: A Metaphor for Life & Business 2014