



ROALD SANDOVAL

SALES & MARKETING

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EXECUTIVE SUMMARY

Experienced Sales & Marketing Expert with a proven track record of 7 years and a demonstrated history of working in the IT and Manufacturing industry. Skilled in Sales, Management, Leadership, Marketing, and Project Management. A dynamic marketing professional with a Bachelor of Science in Business Administration degree focused in Marketing Management

PERSONAL ONGOING PROJECTS

- Personal development - continuous self-study about Marketing trends & graphic designing; maximizing free online programs and courses (e.g. Coursera, Alison, Youtube & LinkedIn) as resources for personal and professional growth; Exploring the advantages of various online softwares like Hubspot, Google Analytics, Buffer, etc
- Side hustle - The Media Mojos (offering assistance to the clients in PH to improve their SNS & other online platforms)

ACHIEVEMENTS

- Civil Service Professional Passer
- Guest Speaker at a seminar entitled 'Excalibur: Dominating the Digital Arena' held at PUP Manila
- Awarded as the Best Male Presenter and 1st Placer at Senior Markstrife Battery Competition
- One of the panel of judges for Marketing Genius - Nov 2015
- Director for Marketing at the seminar entitled 'ExVi Marketing' 2016, PUP Manila
- Event organizer for 2 consecutive Marketing seminars held in PUP Manila, 2015

WORK EXPERIENCE

Sales, Marketing, and Product Development In-Charge

L'Origine

L'Origine Manufacturing - Sharjah, UAE

L'Origine offers value ads in terms of expertise and services on bottling, packaging design, marketing support, and project management

Aug 2021 - March 2022

- Responsible for the development of L'Origine's Private Label Sales Division and achieve the annual target
- Ambassador of L'Origine as Private Label Leader
- Develops social media, website and marketing tools for L'Origine as Private Label Manufacturer
- Suggests opportunities for business development and new products based on the market trends
- In charge of the project development for Nazih Group and Private Label
- Collects detailed product brief from Nazih Group/Customer and liaises with Research and Development team for product formulas, samples, and packaging until the project is finalized
- Prepares price estimation, quotation, lead time, and MOQ in close coordination with purchase, finance, production, and factory manager
- Ensures smooth project handover between project department & production team
- Suggests new products and concepts for Nazih Group and Private Label brands

Sales and Marketing Coordinator

L'Origine

L'Origine Manufacturing - Sharjah, UAE

Aug 2017 - Aug 2021

- Led the Sales & Marketing initiatives such as preparing drafts and templates for relevant presentations, price estimations and customer feedback consolidation
- Collaborated with Sales & Marketing for the ideation & budgeting, end to end production and implementation of all on-ground activities, monitoring of sales performance and building effective sales promotions and product campaigns
- Conducted complete analysis of market for identifying potential markets
- Coordinated trade shows, regional meetings, conventions and varied activities for Sales Group
- Conducted market research, carry out promotional campaigns, identify target audiences and evaluate current trends
- Liaise between L'Origine Cosmetics and key partners and investors such as Nazih General Trading and Kathryn Jones Cosmetics
- Assisted the clients from planning stage, placement of orders up to the relevant stages like price estimation, registration and delivery
- Hearing out client's requirements and needs and acting based on their requests and preferences
- Assisted in the preparation and organizing of promotional material or events (ex. Beautworld Middle East)

SKILLS

- Proficient in Microsoft Office (Word, Excel, Outlook and PowerPoint)
- Able to work methodically, accurately and neatly
- Good oral and written communication skills
- Able to work individually or as a part of a team
- Strong leadership and decision-making skills
- Can perform tasks with minimal supervision
- Marketing strategist, active listener, good conversationalist, and out-of-the-box thinker

PERSONAL DETAILS

Date of birth: 02/06/1994

Nationality: Filipino

Marital Status: Married

LEARNING EXPERIENCE

TERTIARY: Bachelor of Science in Business Administration Major in Marketing Management
Polytechnic University of the Philippines, Sta. Mesa, Manila
2011-2015

Consistent Dean's Lister

Affiliation/s: Junior Marketing Executives

SECONDARY: Sauyo National High School
2007-2011

REFERENCES

RUSELLA AGUILAR
Nazih General Trading -
Product Development Coordinator
E: rusella@nazih.com

RENNA LOPEZ
L'ORIGINE COSMETICS -
SALES & MARKETING EXECUTIVE
E: sales2coordinator@lorigine.ae

EDMONDO VILLARAZA
L'ORIGINE COSMETICS -
ACCOUNTING MANAGER
E: accounts2@lorigine.ae

Sales and Marketing Associate

Teuz Enterprises - NCR, Philippines

Jan 2016 - Feb 2017



- Ensured to contact sales prospects through email marketing as well as phone calls
- Responded to all web leads along with incoming calls to book 3-4 appointments everyday for presentations
- Supported to activate accounts as well as awarding points to all leads
- Coordinated and presented proposals plus agreements to clients for purpose to enroll new clients

Marketing and Business Development Consultant

Aspiretech Corp - NCR, Philippines

A premier IT company that plans, designs and develops digital marketing strategies

Feb 2015 - Jan 2016



- Handled existing and new client accounts
- Generated and looked for new clients independently
- Sourced out prospective events from clients
- Liaised with the marketing and creative teams from event conceptualization to execution of events as per company objectives
- Achieved and expanded business and personal development
- Prepared presentations, proposals, sales contract and other relevant paperwork to activate and maintain contract services
- Managed account services through quality checks and other follow-ups
- Identified and resolved clients concerns

Student Intern

FBS Inc. - NCR, Philippines

Provides opportunities for trading Forex, stocks, metals, energies, and indices

Oct 2014 - 2015



- Studied and handled investment portfolios
- Developed investment strategies
- Researched market to identify current and potential trends
- Identified prospective clients and assessed their needs
- Inquired and recorded customers' information
- Punched in relevant customer information in the company database

Office Staff

MDRX Enterprises - NCR, Philippines

Classified as importer, wholesaler and distributor of medical devices

Feb 2014 - June 2014



- Collaborated with management to complete necessary projects; work independently on prior delegated tasks
- Ensured an organized, clean, and tidy workspace
- Maintained and re-stocked office supplies as needed
- Completed basic bookkeeping and recorded keeping duties
- Reported any problems with office equipment; help resolve the issues if possible

Restaurant Team Member

KFC - NCR, Philippines

Aug 2012 - Mar 2013

