

BHEA RIVERA

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Brand and Commercial Assistant

Pasig City, Metro Manila



SUMMARY

Energetic and customer-focused professional with a solid background in sales support, product coordination, and marketing operations. Experienced in managing purchase orders, maintaining product accuracy, and supporting promotional campaigns across retail and e-commerce platforms. Demonstrates strong communication, attention to detail, and organizational skills. Eager to expand my knowledge and skills in the sales field to continuously grow, contribute more effectively, and explore new opportunities for professional development.

EDUCATION

Rizal Technological University - Pasig

Bachelor's Degree in Entrepreneurship

CUM LAUDE

2018 - 2022

La Immaculada Concepcion School

Accountancy, Business Management (JHS/SHS)

With Honor

2012 - 2018

SKILLS

- Proficient in CRM tools, data entry, and e-commerce listings
- Accurate in handling sales documents, contracts, and system updates
- Strong communicator with excellent client interaction skills
- Adaptable and resilient in dynamic environments
- Works well independently and in team settings
- Resourceful and proactive in solving problems
- Highly organized with strong time-management skills
- Detail-oriented and efficient under pressure
- Skilled in assessing customer needs and promoting products
- Experienced in upselling, cross-selling, and offer management
- Capable in processing POs, tracking inventory, and coordinating projects

ACHIEVEMENTS

- Bachelor's Degree in Entrepreneurship
- Consistent Honor Student from Senior Highschool up to College
- Dean's Lister
- Leadership Roles
- Community Service and Volunteering

PROFESSIONAL EXPERIENCE

Brand Assistant | PH Commercial Marketing

AVON Cosmetics Inc. | June 2024 - Present

- Conduct follow-up calls with sales representatives to gather feedback on product performance and selling strategies
- Identify top-performing and slow-moving products, and collect suggestions for improvement
- Perform regular branch visits to ensure representatives are equipped with accurate product knowledge
- Support upselling initiatives during new product launches and in-store display rollouts
- Analyzed customer data to identify buying trends, product demand, and pricing opportunities.
- Processed purchase orders accurately to ensure timely inventory availability across multiple product lines.
- Coordinated with legal, procurement, and logistics teams to manage contracts and documentation.
- Supported product launches by incorporating market insights and customer feedback.
- Maintained organized and confidential records to ensure accuracy in documentation and client data.

Marketing Assistant

Suyen Corporation | May 2023 - June 2024

- Managed product listings, specifications, and promotions on Shopee and Lazada to support online sales and lead generation
- Created bundled offers and discount programs across multiple brands
- Ensured accurate product categorization and inventory tracking
- Collaborated with cross-functional teams to align promotions with sales objectives
- Resolved order-related issues, enhancing customer service and problem-solving skills relevant to vehicle sales

Logistics and Accounting Assistant/Clerk

Absolute Sales Corporation | 2022 - 2023

- Managed nationwide stock movement and monitored product deliveries.
- Accurately encoded customer purchase orders into the system and ensured fulfillment, reflecting hands-on experience in order processing and customer transaction accuracy.
- Generated monthly sales and inventory reports for management
- Interacted with internal teams to resolve supply discrepancies and ensure client satisfaction, building foundational skills in customer service and follow-up essential.