

JORGE A. LAPAT

MARKETING GRADUATE



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Sampaloc, Manila Philippines

About Me

As a marketing graduate, I aim to develop and implement marketing strategies, conduct market research, manage digital campaigns, create engaging content, maintain brand consistency, utilize CRM tools, analyze performance metrics, and collaborate with cross-functional teams to drive brand growth and customer satisfaction.

Experience

Concentrix CVG Philippines, Inc.: Oct 2020 - Dec 2020

Advisor 1- Customer Service

Interfaces with customers via inbound calls, outbound calls, or through the Internet depending upon client requirements. This position provides customer service support and resolution of non-routine problems regarding client's product or services.

Asalus Corporation (Intellicare) : Feb 2021 - PRESENT

Jr. Planning Analyst / Jr. R&D Analyst

Assisted in research and intelligence-gathering to guide company strategy, identified areas for innovation, conducted quantitative and qualitative research, disseminated performance and market data, prepared and monitored Balanced Scorecard updates, clarified BSC items, provided analysis and reports to management, and helped identify and monitor Key Performance Indicators for Departments

Education

- **College:** Eulogio "Amang" Rodriguez Institute of Science and Technology (2016-2020) Bachelor of Science in **Business Administration Major in Marketing Management**
- **High School:** Victorino Mapa High School (2011-2015)
Concepcion Aguila St, San Miguel, Manila
- **Elementary:** Trinidad Tecson Elementary School (2005 - 2011)
Sampaloc, Manila

Expertise

- PowerBI- Basic Knowledge
- Microsoft Apps/Software - Knowledgeable
- Canva - Knowledgeable
- Adobe Premiere - Knowledgeable
- Adobe Audition - Knowledgeable
- Capcut Video Editor - Knowledgeable
- ElevenLabs- Knowledgeable
- Trello - Knowledgeable

Language

Filipino 
English 

Reference

- **Mr. Santi P. Cortez (Manager)**
Marketing Support Services and Innovations Department (Intellicare)
Mobile No: +639178167742
- **Alfred Joshua J. Miranda (Junior Research Analyst)**
Marketing Support Services and Innovations Department
Mobile No: 0949-158-2702
- **Kate Alonzo (CSR Specialist (Intellicare))**
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