

# Leinard James G. Esteves

49 Anonas St. Project 2, Quezon City, Philippines

Phone: +639455001581

Email: triton05221422@gmail.com

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## PROFILE

Creative and result driven with relentless work ethic and a strong focus on delivering value to the organization. Adept at handling complex responsibilities while combining strategic thinking, creativity, and interpersonal skills

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## EXPERIENCE

### BUSINESS OPERATIONS ASSOCIATE

#### ELITE GLOBAL SOURCING // NOV. 2024 – FEB. 2025

Responsible for managing the company's manpower requirements, which led to the development and implementation of key internal systems. These include an HRIS to streamline employee management, a comprehensive applicant exam to standardize recruitment processes, and a fair employee evaluation system. These initiatives were designed to align with the company's goal to standardize the employee's career growth while promoting a fair environment and transparency across the organization.

Collaborated closely with the Managing Director, CEO, and Head of Business Operations in crafting comprehensive client business proposals, ensuring alignment with client needs. Additionally, oversaw research and development initiatives and played a pivotal role in planning and executing marketing campaigns, ensuring that all efforts were well-coordinated.

### ACHIEVEMENTS & HIGHLIGHTS

- **Optimized Recruitment & Employee Career Framework**

Developed an Applicant Selection and Employee Growth program standardizing hiring assessments and employee evaluation using Cambridge English proficiency system and merit-based system to improve candidate quality.

- **Established a Centralized HR knowledgebase.**

Created an in-house knowledge hub for employees and managers to review and access all documents, processes, and instructions regarding any HR related concerns.

- **Proposed and championed HRIS implementation.**

Advocated for the adoption of an HRIS program, highlighting its features and its functions which can greatly improve payroll management, leave filing, shift scheduling, and document organization.

## **BUSINESS DEVELOPMENT OFFICER / CREATIVE**

### **ELITE GLOBAL SOURCING // JAN. 2024 – NOV. 2024**

Led the Business Development Team in developing impactful business proposals in collaboration with the Managing Director and the Head of Business Operations while spearheading the execution of highly successful marketing campaigns garnering millions of impressions in a few weeks.

Drove lead generation initiatives such as identifying potential clients while managing relationships with vendors, influencers, and internal employees. Researched key business factors such as market trends, competitor analysis, providing valuable insights for the company and clients. Collected post campaign analytics such as CPM, CTR, and other critical KPIs to identify strengths and weaknesses of advertisements to improve campaign deployment and planning.

## **ACHIEVEMENTS & HIGHLIGHTS**

- **Executed highly successful marketing campaigns.**

Spearheaded the development and execution of marketing campaigns that generated millions of views and impressions within the first weeks, driving organic growth from various digital content creators.

- **Developed a Lead Generation System**

Created a Lead Generation workflow that can be taught and learned by all employees, simplifying the process while improving the quality of leads.

## **FREELANCE ILLUSTRATOR**

### **NOV. 2021 - PRESENT**

Worked on projects spanning multiple industries; conceptualized visual elements and created illustrations for various clients ranging from traditional trading cards, video games, and fantasy books. Collaborating closely with clients to represent their creative vision into visual design.

### **ACHIEVEMENTS & HIGHLIGHTS**

- **Lead the Art Team for AnimateX.**

Served as the Art Director of AnimateX for their video game Banditlands. Ensuring cohesive visual style of all assets that encompasses the essence of the game, while creating an optimized process and workflow for efficiency.

- **Illustrated and conceptualized for Books & Trading Cards.**

Illustrated for various clients, notably creating Card Art for Arch Legends – A kickstarter funded online trading card game and illustrating the book “The Red Evoker” by Simon Wolfe.

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## **OTHER**

### **Customer Service Representative**

## **PREVIOUS**

### **(Telus Araneta / April 2016 - October 2016)**

## **WORK**

Resolved customer issues related to credit and debit card accounts, assisted in filing transaction disputes, and provided guidance on safeguarding their account information to enhance security and customer trust.

## **HISTORY**

### **Fraud Analyst**

### **(ResultsCX – September 2023 – December 2023)**

Analyzed and reviewed customer transactions for potential fraud to ensure account security; coordinated with Target's US headquarters for accurate transaction review, conducting weekly communications; gained expertise in identity verification through lead generation and research.

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## **EDUCATION**

### **Philippine Women's University**

Bachelor of Fine Arts – Visual Communication

### **Far Eastern University**

Bachelor of Fine Arts - Advertising