



VANESSA FRITZ F. ROMERO

Contact

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Address

217 Casa San Miguel, FRC
Lane, Brgy. San Miguel, Pasig
City, Philippines

Education

2017

**Bachelor of Science in Business
Administration Major in
Finance and Treasury
Management**

Pamantasan ng Lungsod ng Maynila
(University of the City of Manila)

Expertise

Microsoft Excel,
Word, Powerpoint

Canva Designs

Reports

Language

English

Tagalog

WORK EXPERIENCE

Loans Marketing Specialist

2023 - 2025

Jollibee Foods Corporation Coop I Ortigas, Pasig Philippines

As a Loans Marketing Specialist, I developed and implemented marketing strategies to promote loan products and attract new borrowers, managing three key accounts: SM Credit Card, St. Peter Life Plan, and E-Caravan. I worked closely with the Loans Department to understand product features and create targeted digital campaigns. I managed the end-to-end loan application process—from receiving applications via email, processing purchase orders, coordinating supplier deliveries and billing, encoding loan details into the system, to reporting monthly actual sales versus targets. I also analyzed member demographics to better understand their needs and continuously improve marketing strategies.

Reason for resignation: Seeking for Growth and International Opportunity

Loans Specialist

2021 - 2023

Jollibee Foods Corporation Coop I Ortigas, Pasig Philippines

As a Loan Specialist in a cooperative, I assisted members with their loan applications, ensuring all documents were complete and followed JFC Coop policies. I reviewed financial information to assess loan eligibility, explained loan terms clearly, and worked closely with the credit committee for approvals. Encode accurate record on systems and supported members through the entire loan process, helping them understand their responsibilities and promoting responsible borrowing.

Loans Assistant

2017 - 2021

Jollibee Foods Corporation Coop I Ortigas, Pasig Philippines

As a Loans Assistant, I supported the loan specialists and manager by preparing and organizing loan documents, verifying member or client information, and assisting with loan application processing. I communicated with clients to collect required documents, answered basic inquiries about loan terms, and ensured timely updates in the loan system. I helped maintain accurate records, followed up on pending requirements, and provided administrative support to ensure smooth loan processing from application to release.

REFERENCES

Leslie Hernandez

Accounts Receivable Supervisor, JFC COOP

Phone: 0925-8428437

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Gabrielle Marie Escuterio

Marketing Specialist, JFC COOP

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