



Melanie Ann A. Fernandez

Business Operations Workflow Expert | Sales & Marketing Strategist | Client-Centric Leader

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Executive Summary

Accomplished professional with over 20+ years of experience in senior-level roles within Business Operations, Sales & Marketing, and Executive Assistance. I have a proven track record of optimizing operations, driving revenue growth, and implementing innovative marketing strategies. My expertise spans both physical and digital business landscapes, where I excel in developing and executing strategies to streamline workflows, enhance productivity, and reduce costs. Adept at leading cross-functional teams, managing complex projects, and building strong client relationships, I am committed to delivering exceptional results and fostering collaborative relationships with stakeholders.

Professional Experience

Digital Solutions Specialist

Mean Artsy Felines

June 2020 - Present

- **Business Operations:** Efficiently streamline and optimize business processes to enhance productivity, reduce costs, and improve overall efficiency. Implement customized solutions to ensure seamless and effective operations.
- **Sales and Marketing:** Develop and execute data-driven marketing strategies to attract, engage, and convert target audiences. Leverage advanced analytics and compelling campaigns to increase sales and boost brand recognition.
- **Executive Assistance:** Provide high-level executive support, including schedule management, administrative task handling, and professional guidance, to maximize productivity and allow focus on strategic priorities.

Notable Clients:

Diamond Studio Co. / Precious Gems Direct (AUS)

- Startup in E-Commerce, focusing on gemstones and jewelry sales.
- Position: Business Development Manager
 - Spearhead the preparation for operational launch by identifying key market opportunities and setting up E-Commerce platforms, laying the groundwork for business success.
 - Develop strategic online sales and marketing initiatives, driving revenue growth and enhancing brand visibility.

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- Streamline business processes to ensure operational efficiency, establishing a robust foundation for scalable growth.

SOL.Online (UAE)

- Outsourced accounting solution specializing in cloud-based financial management services.
- Position: Lead Generation Specialist
 - Developed and implemented strategies to identify and attract potential clients, resulting in a 20% increase in lead generation.
 - Leveraged market research and outreach techniques to drive business growth, boosting client acquisition by 15%.
 - Expanded the client base by targeting key markets and prospects, contributing to a 15% rise in overall revenue.

Emi (UAE)

- B2B and B2C provider of premium nail products and professional training.
- Position: Sales and Marketing Operations Specialist
 - Developed and executed strategies with Sales and Marketing teams, resulting in a 15% increase in market share and a 25% boost in client engagement.
 - Streamlined sales processes and led digital marketing efforts, achieving a 30% rise in brand visibility and a 15% increase in productivity.
 - Utilized data analytics to enhance campaign ROI, while managing key operations and collaborating with cross-functional teams to exceed organizational goals.

MaybeMango Pty Ltd (AUS)

- Startup by a female CEO with diverse business revenue streams.
- Position: Executive Assistant to the CEO
 - Managed business and project plans, overseeing e-commerce operations and the CEO's calendar, improving project delivery by 20%.
 - Drafted content, conducted research, and supported recruitment, enhancing SOPs and boosting operational efficiency by 15%.
 - Enhanced the CEO's social media presence, increasing engagement by 25% and follower base by 10%.

Johnathan Thurston Academy (AUS)

- Provider of youth education, employment, and well-being programs.
- Position: Business Development Manager
 - Identified and secured new business opportunities, increasing revenue by 20%.
 - Managed CRM operations, enhancing client relationship management and generating a 10% increase in client retention.
 - Led LinkedIn engagement initiatives, boosting brand presence by 15%.

Sartorialista (PH)

- Lifestyle E-Commerce business offering curated products across multiple categories.
- Position: Head of Operations - Sales & Marketing
 - Developed and executed sales and marketing strategies, increasing brand visibility by 20% through effective branding and social media management.
 - Optimized inventory management, reducing delivery times by 15% and improving supply chain efficiency.
 - Enhanced campaign performance by 25% through data-driven analysis, budget management, and strategic market research.

RFP Gregarious (PH)

- Health and wellness group advocating Stem Cell Therapy.
- Position: Sales and Marketing Head
 - Implemented strategies that boosted qualified leads by 30% and drove a 20% increase in online engagement.
 - Successfully planned and executed events, resulting in a 25% increase in brand awareness.

Senior Manager for Operations

SM Retail, Inc. - Nursery Care Corporation

September 2010 - July 2020

- **Operations:** Achieved a 15% increase in sales efficiency by developing and executing targeted retail strategies and budgets.
- **Merchandise Management:** Reduced merchandise losses by 12% through effective inventory oversight and performance analysis.
- **Marketing:** Boosted brand visibility by 25% with comprehensive digital marketing strategies and effective budget management.
- **Customer Service:** Enhanced customer satisfaction scores by 18% through tailored service programs and efficient complaint resolution.
- **Project Management:** Completed new business unit projects 10% under budget by managing openings, relocations, and renovations effectively.
- **Personnel Management:** Increased team productivity by 20% through consistent training and effective personnel management.
- **Vendor, Supplier, and Consignor Management:** Improved supplier performance by 15% through strategic contract management and relationship building.

Early Career

- **Branch Manager**, Singapore Retail Pte. Ltd. - Promod (SG)
2009 - 2010
- **Store Manager**, Vogue Concepts, Inc. - Promod (PH)
2007 - 2009
- **Store Sales Manager**, Golcen ABC, Inc. - Oxygen, Penshoppe (PH)
2004 - 2007
- **High School Teacher**, Maria Montessori School of Quezon City (PH)
2003 - 2004
- **Department Supervisor**, MSF - SM City Fairview Department Store (PH)
2002 - 2003
- **Department Manager**, Cinderella Marketing Corporation (PH)
2001 - 2002
- **Area Sales Supervisor**, Hang-Ten Philippines Corporation (PH)
1997 - 2001

Education

- **Far Eastern University - Manila, PH**
Bachelor of Arts in Mass Communication
1993 - 1997
Awards: Dean's Lister, Special Honor Awardee

E-Learning Classes, Trainings, and Certificates

- **Department of Information and Communications Technology (DICT) / Tech4ED (2022 - 2023)**
 - Building an Online Career
 - Digital Marketing
 - Technopreneurship
 - Productivity Tools
- **Shaw Academy - eLearning (2021 - 2022)**
 - Professional Diploma in Interior Design
 - Professional Diploma in Photography
 - Professional Diploma in Digital Marketing and SEO
- **Google Digital Academy (2022)**
 - Google Ads Display Certification
 - Google Search Ads 360 Certification
- **Google and MSME Caravan PH (2021)**
 - Driving Online Sales with Google Ads
- **Amazon Global Selling, SG (2021)**
 - Amazon Expo Seller Bootcamp

Core Competencies

Soft Skills

- Leadership & Strategic Thinking
- Effective Communication & Relationship Building
- Creativity & Adaptability
- Organization & Time Management
- Teamwork & Positive Attitude

Hard Skills

- Business Acumen & Strategic Sales
- Marketing & Market Research
- Business Development & Collaboration
- Data Analytics & Project Management
- People & Operations Management

Technical Skills

- Productivity Tools: Microsoft Office, Google Workspace, Notion, Miro, Slite
- Social Media Management: Meta Business Suite, Planable
- E-Commerce Platforms: Shopify, Etsy, eBay, Amazon, Shopee, Lazada, Square Online, Squarespace, Wix, Weebly, Gumtree
- Project Management and Automation Tools: Trello, Monday.Com, ClickUp, GoHighLevel
- CRM Systems: ZohoOne, HubSpot, AmoCRM
- Email Marketing: Mailchimp
- Graphic Design (Basic): Canva
- Video Production & Editing (Basic): Apple iMovie, Filmora, Canva, Impresso, Videoleap, CapCut
- Video Messaging and Collaboration Tools: Loom, Veed.IO, Slack
- Paid Advertising: Facebook Ads, Google Ads, LinkedIn Ads
- Data Visualization: Power BI
- Transcription Tools: Auris, Transcribe, Otter, oTranscribe, Firefly
- Financial Management: Xero
- Chatbot Platform: Landbot.IO