



ANN KATHLEEN SILVA SALUD

Business Development Marketing Executive

CONTACT



+971 585 142 950



Al Nahda
Dubai, UAE



akssalud23@gmail.com

EDUCATION



B.S. in Information Technology
Bestlink College of the Philippines
Quezon City, Philippines
2009 - 2013

COMPETENCY

Banking Operations

Cash Management

Excellent Customer Service

Marketing Ability

SOFTWARE SKILLS



Money Product Services

PROFILE

Seeking a vacant position at your organization to employ my knowledge and experience, build upon my existing sales, financial, corporate and customer service skill set in analytics and administration, while gaining knowledge of new skills and expertise.

EXPERIENCE

Business Development Marketing Executive
Joyalukkas Exchange | Al Nahda, Dubai UAE
August 2021 – Present

ROLES AND RESPONSIBILITY

ATL / BTL Marketing

- Leading the customer service and marketing team (all nationalities) of all the Branches in UAE.
- Planning, implementation, develop ads and promotion strategies in a creative and effective way.
- Communicating and coordinating promotion in tie up with all the corresponding banks and exchange service provider.
- Coordinates branding and other marketing requirements from the suppliers and outsource companies.
- Artworks creation plan and branding implementation after the approval of the UAE General Manager.
- Email and social media platform coordinator, communicating with outsource social media handler.

B2B / Outdoor Marketing

- Lead, coordinate and conduct the service awareness in different companies or events in UAE to promote the product and services.
- Visit and conduct orientation for the companies for WPS proposal.
- Meeting and appointments for the Loyalty Program promotional business proposal.



Microsoft Office



Adobe Photoshop

SEMINARS

Anti Money Laundering Training
Joyalukkas Exchange
Deira Dubai, UAE

Information Technology Seminar

National Teacher's Camp
Baguio City, Philippines
December 12 to 14, 2012

Department of Education Library Hub Tech Support

Quezon City Philippines
March 2012 to May 2012

INFORMATIONS

Nationality: **Filipino**

Date of Birth: **April 23, 1993**

Religion: **Christian**

Civil Status: **Single**

Passport No.: **P5767938B**

Visa Status: **Employment Visa**

Language: **English &
Tagalog**

Customer Service Executive

Joyalukkas Exchange | Al Satwa, Dubai UAE
February 2016 – August 2021

ROLES AND RESPONSIBILITY

Remittance and Currencies

- Responsible for remittance transaction, currency exchange and cash management.
- Identify transaction mistakes and resolve problems or discrepancies concerning customers' **remittance transaction**.
- Receive cheques and cash deposit, verify amounts, and check the account details before the transaction.
- Make a service update through phone calls and email for the inactive customers.
- Cross selling of other products like Loyalty Cards and promotes other services.

Wages Protected System (WPS)

- Perform clerical task such as inputting salaries on the respective name of employees.
- System registration and updating the client's company profile.
- SIF generating and pay out cash salaries.

Administrative Staff cum Teacher Assistant

Christian Resource and Learning Center Inc. | Primary School
Bagumbong, Caloocan City, Philippines
June 2013 – December 2015

- Prepare and modify documents including correspondence, reports, drafts, memos, and emails.
- Prepare draft of financial statements of government contribution of employees, income tax return, management letters, students or parents' payables, and other related documents.
- Monitoring and recording expenditures.

CHARACTER REFERENCE

Available upon request.