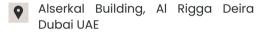


#### +971502530213





### **Education**

Ateneo De Naga University, Naga City, **Philippines** Bachelor of Science in Marketing - April 2000 - 2004

#### **Personal Info**

Name: Mye Ansay Palmiano

Birthdate: May 2, 1984 Birthplace: Philippines Marital Status: Single

### **Expertise**

- Communication skills
- Problem-solving
- Resilience
- Time Management
- Adaptability
- Technical proficiency
- Relationship building
- ·Customer Relationship Management

### Language

English

# **MYE A. PALMIANO**

#### **Profile**

Innovative Marketing leader with 17 years of experience delivering exceptional marketing campaigns, content and collateral based on established and innovative strategies. Results-oriented and collaborative professional bringing expertise brand management. Detail-oriented, attentive and decisive leader.

## Work Experience

July 2018 -Jun. 2024

### **BDO UNIBANK INC. - JUNIOR ASSISTANT MANAGER / MARKETING OFFICER**

NAGA CITY, PHILIPPINES (BRANCH BANKING GROUP)

- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.
- Increased brand awareness by implementing targeted marketing campaigns and strategies.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.
- Led creative brainstorming sessions that resulted in innovative ideas for promotional projects.
- Created engaging content for email marketing campaigns, increasing open rates and conversions.
- Perform thorough Customer Due Diligence (CDD) on prospects to assess and mitigate potential risks
- · Assist with regulatory audits and inspections

May 2016 -June 2018

#### RCBC SAVINGS BANK. - RELATIONSHIP MANAGER / ASSISTANT MANAGER

#### NAGA CITY, PHILIPPINES

- · Working closely with sales and marketing teams to boost profitability and customer satisfaction
- · Identifying opportunities for business growth.
- Resolving customer complaints.
- · Building and maintaining positive relationships with customers.
- · Ensures maintenance of good relationship with existing and potential clients; Set-up implementation of facilities and generate requisite volume of SME loans while maintaining good quality portfolio and monitor of maturing accounts for renewal.
- Market and coordinate with other branches the New Loan Applications and potentials client

JUNE 2008 -MAY 2016

#### BDO UNIBANK INC. - JUNIOR ASSISTANT MANAGER (LOANS OFFICER)

- Responsible for assisting the Account Officer (A0) in attending to the daily / routine needs and requirements of corporate/commercial accounts in a responsive and timely in compliance with the Bank's policies, procedures and CORE values.
- Maintains a daily record/tickler of maturities for each account- Promissory notes, Term Loan amortizations, Trust Receipts (TRs), forward contracts, and others monitoring purposes.
- Coordinates with client's requests for and timely submission of documentary and compliance requirements.
- Prepares the instruction sheets for Loans, LC Openings, Import Bills (IB) / Trust Receipts (TRs) subject to checking/approval by the Account Officer for dissemination to concerned units like Loans. Trade Services Dept. Including Treasury for funding
- Prepares draft of Credit proposals (CP); Quick Credit Proposals (QCP) for the Case-to-Case transactions.

May 2007 -May 15.

2008

#### EASTWEST BANK CORPORATION (LOANS ASSISTANT)

#### **Makati City Philippines**

#### (Branch Banking Group)

- · Monitoring of the division's schedule of maturities / repricing.
- Handling of day-to-day transactions (Loans Releases, LC Openings, Loan Repricing, Interest payments,
- Preparation and facilitation of various documentary requirements for GTC, LMA, DBP, among others.
- Various reports and tasks, which may be required from time to time.

#### April 2006 -May

2007

#### Legal Department (Legal Staff)

(Legal Department)

- · Doing secretarial work like drafting of simple forwarding letters, filing supplies requisition issuance and control, placing calls, etc.
- Requisition and liquidation of checks necessary for the payment incurred during foreclosures.
- In charge of receiving / logging of incoming and outgoing documents.
- · Prepares notice of garnishments and forward it to all branches of the Bank.
- Examines completeness of documents and required identification proof stamps and logs information for notarization Bank
- · documents and other legal papers/documents