



# CARL ANGELO LAYNESA

## Marketing and Sales Specialist

### CONTACT



+971 58 544 9118



calaynesa@gmail.com



Hamdan St., Abu Dhabi, UAE

### EDUCATION

#### **Bachelor of Science in Business Administration Major in Marketing Management**

University of Saint Anthony  
Iriga City, Philippines  
2017-2020

#### **Bachelor of Science in Food Service Management**

Camarines Sur Polytechnic Colleges  
Nabua, Camarines Sur, Philippines  
2015-2017

### SKILLS

Client Needs Analysis

Lead Generation

Digital Marketing

Customer Relationship Management

Strategic Thinking

Strong Communication

### LANGUAGE

- English
- Filipino

### ABOUT ME

Marketing and Sales Specialist with experience in microfinance, credit, and real estate marketing. Skilled in lead generation, client relationship management, and driving revenue through targeted campaigns. Known for blending financial insight with strategic marketing to deliver results.

### EXPERIENCE

#### **Sales and Credit Analyst**

2020 – 2022

LT&G Credit Corporation

- Identify and evaluate potential clients through field visits and sales outreach
- Conduct credit assessments and financial evaluations for loan applicants
- Promote loan products and services to individuals, micro-entrepreneurs, and small businesses
- Analyze clients' repayment capacity, character, and collateral
- Prepare and present credit proposals for approval
- Support loan origination through lead generation and relationship building
- Monitor loan performance and follow up on delinquencies
- Collaborate with sales and credit teams to meet portfolio growth targets
- Educate clients on financial products, repayment terms, and financial literacy
- Ensure compliance with internal credit policies and regulatory standards
- Track market trends and customer needs to recommend product improvements
- Maintain accurate client records and reports for decision-making and audits

#### **Property Marketing Intern**

2019

Bria Homes Philippines

- Support marketing campaigns for properties
- Conduct market and competitor research
- Help create marketing materials and digital contents
- Management property listings and social media updates
- Assist in property viewings and events
- Track and report campaign performance
- Coordinate with sales and leasing teams
- Maintain social media engagement
- Learn digital marketing tools (e.g., Canva, Facebook Ads, Instagram Marketing)
- Provide general administrative support
- Assist in email marketing
- Gather and analyze customer feedback
- Monitor real estate market trends.