



Melanie Ann A. Fernandez

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

+63 917 118 2055

Palauig, Zambales, Philippines

fernandez.melanieann@gmail.com

<https://www.linkedin.com/in/melanie-ann-fernandez/>

melanie-ann-fernandez.com

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

SOL.Online (UAE)

- Outsourced accounting solution specializing in cloud-based financial management services.
- Position: Lead Generation Specialist

Emi (UAE)

- B2B and B2C provider of premium nail products and professional training.
- Position: Sales and Marketing Operations Specialist

MaybeMango Pty Ltd (AUS)

- Startup by a female CEO with diverse business revenue streams.
- Position: Executive Assistant to the CEO

Johnathan Thurston Academy (AUS)

- Provider of youth education, employment, and well-being programs.
- Position: Business Development Manager

Sartorialista (PH)

- Lifestyle E-Commerce business offering curated products across multiple categories.
- Position: Head of Operations - Sales & Marketing

RFP Gregarious (PH)

- Health and wellness group advocating Stem Cell Therapy.
- Position: Sales and Marketing Head

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, Photography, Digital Marketing & SEO
- **Google Digital Academy (2022)** - Google Ads Display Certification, 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, Fireflies
- Financial Management: Xero
- Chatbot Platform: Landbot.IO