



CURRICULUM VITAE of

CRISTINA M. MERCADO

Mobile Number : 050-3923538

Email: cristinammercado12@gmail.com

Al Barsha 1, Dubai, UAE

OBJECTIVE

To achieve a suitable position with the dynamic organization, which provide opportunities for growth, career development and knowledge enhancement. I am willing to learn the needed skills in establishing a career that would serve the goals of any prestigious company.

WORK EXPERIENCE

Nov. 21, 2017 to June 05, 2020

**TGP- Top Gear Promotions LLC (Arena)
(Jebel Ali Dubai, UAE)**

Project Coordinator

- + Overall project coordination for events and exhibitions, liaison with organizers, clients and various departments in the organisation on the assigned projects.
- + Assist the Project Managers and Sales Team to develop, execute and manage a detailed operational plan for exhibition.
- + Processing the permits, permission to build, contractor badge and show badge
- + Preparing insurance, security cheque, performance bond and bid bond as required by the organizer or clients for the project
- + Maintain relationships with clients by providing support, information and guidance
- + Produce quotations or proposals and information packs where necessary
- + Providing the estimated cost of the required service orders to include in quotations.
- + Preparing company letters and other office correspondence as per requirement.
- + Create & process the LPO (Purchase Order) for service orders, subcon and other expenses
- + Arranging hotel bookings, flights and allowance for team members on site.
- + Performs administrative duties for executive management

Feb. 01, 2014 to June 08, 2016

Image Zone Advertising LLC (Dubai, UAE)

Sales & Marketing Executive

- + Preparing creative and commercial proposals as per the briefs received, with an involvement in both design and price negotiation stages
- + Sell exhibition stands, events, interior & graphics printing. Ensured sales revenue forecasts are achieved.

- + Monitoring the build-up / execution of Project.
- + Meet with trade and professional associations and other groups to their requirements about events & exhibitions, convention and trade show services.
- + Coordinate with the clients, organizer, designers and production team.
- + Researching and generation of leads.
- + Updating & maintaining the database of clients, prospect client, suppliers and others.
- + Directly reporting to Managing Director.

June 25, 2011 to August 22, 2013

Red Event Services LLC (Dubai, UAE)

Events & Operation Executive

- + Prepares proposals and letters of agreement and other administrative back-up
- + Coordinate with the clients, organizer, designers and production team.
- + Manage documentation (event plan/ evaluate expense/review the cost reduction/etc).
- + Assist the Events / Project Manager to develop, execute and manage a detailed operational plan for events (e.g. timelines, venues, suppliers, legal obligations, staffing and budgets);
- + Managing and arranging events and conferences
- + Updating & maintaining the database of clients, prospect client, suppliers and others.

March 11, 2006 to April 30, 2011

Art Heir Events & Exhibitions (Dubai, UAE)

Marketing Executive

- + Handling a high volume of customer enquiries whilst providing a high quality of service to each customer.
- + Responding to sales queries via phone, e-mail and in writing.
- + Supporting Sales and operation assignments.
- + Telemarketing or contacting potential customers to arrange appointments.
- + Meet with trade and professional associations and other groups to their requirements about events & exhibitions, convention and trade show services.
- + Completing the administrative needs of the Sales & Marketing Department.
- + Keeping the marketing database (CRM system) up-to-date by inputting new data, updating old records and performing cross checks.

November 03, 2004 – November 30, 2005

Orich International Traders Inc., Manila Philippines

Accounting Staff

- + Do Bank Reconciliation, Check Disbursements.
- + Journalizing and posting of accounting entries.
- + Monitor Sales and Collection. Monitor Sales Performance of Sales Representatives.
- + Do Governmental reports / Remittance and TAX
- + Petty Cash and Post-dated Checks Custodian.
- + Process Clients orders and make Sales Invoice and Counter Receipts.
- + Responsible for the preparation of Employees Payroll.
- + Responsible for the purchasing of the materials needed in the production.
- + Directly reporting to Managing Director and Finance Manager

January 02, 2001 – Oct. 30, 2004

Inter-Pacific Terminal Services Inc., Bataan, Philippines

Administrative & Accounting Assistant

- ✚ Journalizing and posting of accounting entries.
- ✚ Other duties and responsibilities assign from time to time.
- ✚ Process and keep the files and record of the employees

January 2000 to December 2000

Dong In Entech Manufacturing Inc. Economic Zone, Bataan, Philippines

Accounting Staff

- ✚ Daily report to the Finance Manager.
- ✚ Responsible for the preparation of Employees Payroll.
- ✚ Records all business transaction / Bookkeeping.
- ✚ Responsible for the purchasing of the materials needed in the production.
- ✚ Other duties and responsibilities assign from time to time.

July 1998 to December 1999

Marton Manufacturing Philippines, Valenzuela, Metro Manila

Admin Secretary

- ✚ Daily report to the Managing Director
- ✚ Assisting HR Admin Officer in HR Administration
- ✚ Routine filing of financial and administrative documents
- ✚ Other duties and responsibilities assign from time to time.

PROFESSIONAL QUALIFICATION

1994– 1998 Tomas Del Rosario College Philippines

- ✚ **Bachelor of Science in Business Administration Major in Banking & Finance**

TRAINING

- ✚ Certificate in Adobe Photoshop, Adobe Illustrator (Graphic Design) –Dubai UAE
- ✚ Certificate in Power Point - Filipino Computer Club
- ✚ Attended the Sales & Marketing Strategies Training
- ✚ Certificate in Microsoft Office
- ✚ On the Job Training at BPI Family Bank, Philippines

COMPUTER KNOWLEDGE

Well verse in MS Office: Word, Excel, and Power Point and accessing E-mails
Have basic knowledge / can understand and read the 3D & AutoCAD drawing.
Have basic knowledge in Photoshop, Paint and Adobe Illustrator
CRM (Maximizer Enterprise Program), Tally Program, SAP
Can learn various software packages with ease

PERSONAL INFORMATION

Gender: Female
Nationality: Filipino
Passport No.: EB1121193
Skills: Computer skills, and Analytical skills.
Visa Status: Employment Visa (Cancelled)