



SHIELA MAE L. CABUTE

FEMALE | SINGLE | PHILIPPINES

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BACHELOR OF SCIENCE IN MARINE TRANSPORTATION

UNIVERSITY OF CEBU - METC, PHILIPPINES

SY | 2018

Experience

SALES OFFICER

2025

CITI BANK

Sales & Business Development: Lead Generation, Negotiation & Deal Closing, Consultative Selling, Cross-Selling & Upselling, Account Management.
Relationship Management: Client Relationship Management, Interpersonal Communication, Active Listening, Customer Service.
Technical & Analytical: CRM Proficiency (e.g., Salesforce), Financial Analysis, Market Research, Risk Assessment, Time Management, MS Office Suite.
Industry Expertise: Knowledge of Banking Products (loans, credit cards, investment products, trade finance), Regulatory Compliance.

SALES OFFICER

2024-2025

HADAF AL KHALEJ COMMERCIAL SERVICES LLC – Abu Dhabi, UNITED ARAB EMIRATES

Developed and executed sales strategies to achieve target and maximize income

Negotiated and closed sales deals on credit cards and loans.

Submitted timely and accurate sales report to management.

Built and maintained relationships with key customers to ensure customer satisfaction on credit card and loan products

SALES & MARKETING EXECUTIVE

2022-2024

MARCO POLO PLAZA CEBU HOTEL, PHILIPPINES

Developed and executed sales and marketing strategies to increase hotel revenue.

Conducted market research to identify new business opportunities and target markets.

Built and maintained relationships with corporate clients, travel agencies & event planners.

Coordinated and managed promotional events, advertising campaigns, and social media.

Prepared sales reports, forecasts, and performance analyses to senior management.

Collaborate the hotel management team to develop pricing strategies & promotional offers

Monitored competitor activities and adjusted sales tactics accordingly. Monitored sales metrics and KPIs, adjusting strategies as needed to meet targets.

Worked with the revenue management team to develop competitive pricing strategies.

Implemented promotional offers and packages to attract different customer segments.

Gathered and analyzed customer feedback to identify areas for service improvement.

FINANCIAL ADVISOR OFFICER

2017-2022

MANULIFE PHILIPPINES, CEBU BUSINESS PARK, PHILIPPINES

Provided financial advice & planning services to clients, helping their financial goals.

Conducted comprehensive financial needs analysis & developed customized financial plans

Offered investment, insurance, and retirement planning solutions tailored to clients' needs.

Maintained up-to-date knowledge of financial products, market trends regulatory changes

Built & nurtured long-term relationships with clients through regular follow-ups & reviews.

Achieved sales targets and contributed to the overall growth of the company's client base.

Maintained accurate and organized records of client interactions, and financial plans.

Prepared/submitted required reports to management and regulatory bodies as necessary.

Conducted seminars and workshops to educate clients on financial planning and investment strategies.

About Me

Results-oriented professional with over a year of diverse experience in sales, marketing, financial advisory, and account management. Demonstrated expertise in developing and executing strategic sales and marketing plans, providing comprehensive financial advice, and managing client accounts to drive business growth and enhance customer satisfaction. Adept at building and maintaining strong client relationships, analyzing market trends, and delivering customized solutions to meet client needs. Known for strong analytical skills, effective communication, and the ability to thrive in fast-paced environments. Committed to excellence and continuous improvement in service delivery.

Skills

- Prospect Education : Slack, Google Workspace, Zoom & Todoist
- Knowledgeable in MS Word, Excel & Powerpoint
- Expertise In Sales and Marketing Strategies, Financial Advising and Account Management.
- Proven ability to Develop and Execute Sales Plans to achieve Business Objectives.
- Strong Analytical and Problem-Solving skills with a focus on Data-Driven Decision-Making.
- Excellent communication and interpersonal skills, with ability to build and maintain client relationships.
- Proficient in various CRM & Financial Software
- Demonstrated Leadership and Team Management
- Ability to Work Effectively under pressure
- Friendly and Helpful Customer Service

Reward

- GRADUATED WITH AWARD AS IST HONORABLE
- MENTION DURING HIGH SCHOOL/SECONDARY LEVEL
- CONSISTENT HONOR STUDENT ELEMENTARY - HIGH SCHOOL
- FOOD AND BEVERAGE NC2

Languages

English

Tagalog