

Pamela Salon

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Career Objective

To use my sales and online marketing skills to achieve the company's sales goals.

Academic Qualifications

BS Computer Studies, Information Technology

Capitol University
2002-2008

Employment History

Sales Lead and Account Manager

Syntactics Inc.
2012 – Present (3 years)

Responsibilities:

- Develop sales strategies and setting sales targets
- Monitor the team's performance and motivating them to reach their target
- Preparation and analysis of all reports for all accounts(monthly reports and sales reports)
- Manage, interact and coordinate with the Sales Team - web design and development, business applications development and Online Marketing team
- Analysis of the website and preparation of audit
- Make sure that reports are deliver on time
- Responsible for the management of sales
- Manage the accounts' portfolio
- Excellent listening, negotiation and presentation skills as well as verbal and written communication skills
- Delivers client-focused solutions based on customer needs
- Operate as the lead point of contact for any and all matters specific to your customers
- Build and maintain strong, long-lasting customer relationships
- Responsible for attending to the customer's concern
- Communicate with the client
- Account management
- Attending client meetings
- Lead and train other members of the account team

SEO Sales and Account Manager

Syntactics Inc.

2010 – 2012 (2 years)

Responsibilities:

- Communicate with the client
- Account management
- Preparation of all reports(customers' monthly reports, sales reports) and make sure to deliver it on time
- Build and maintain strong relationship with the existing customers
- Responsible for attending to the customer's concerns or needs
- Managing a portfolio of accounts
- Lead and train other members of the account team
- Setting and achieving sales target
- Attending client meetings
- Preparation of document proposals
- Responsible for motivating the team to meet the customer's standards and expectations
- Manage and solve conflicts with client

SEO Specialist and Shift Leader

Syntactics Inc.

2008 – 2010 (2 years)

Responsibilities:

- Analyse and review websites for improvement
- Implement changes to the website so that it will be optimised for search engines
- Link building
- Responsible for making a website visible on search engine results page when a particular keyword is searched
- Keyword research
- Maintaining and improving the website's rank on search engines
- Preparation of all reports for customers
- Make sure to get updates from search engines - Google, Yahoo and Bing
- Internet savvy
- Researcher
- Knowledgeable in search engine optimisation strategies
- Send updates to customers about their website's ranking
- Manage team members

Skills Summary

<ul style="list-style-type: none">● SEO● E-commerce● Social Media Marketing● Web Development● Social Media● Web Applications● SEM● Google Adwords● Marketing● Content Creation● Graphic Designs	<ul style="list-style-type: none">● Online Marketing● Technical SEO● On Page and Off Page● Social Media Optimiza● Link Building● Google Local Listing● Keyword Research● Internet/Technology S● Meta Optimization● Internet Marketing● Project Management
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Awards and Achievements

- Officer of the Year, Syntactics Inc., December 2011

Organizations

- Digital Filipino
- Cagayan de Oro ICT Council