



Lilian J. Fajardo

ABOUT ME

Results-driven and goal-oriented professional with over 20 years of experience in sales, business operations, and customer relations. Possesses strong communication, analytical, and problem-solving skills, with a keen attention to detail. Self-motivated, dependable, and highly organized, with proven abilities in time management, multitasking, and building strong interpersonal relationships. Committed to delivering quality results and

CONTACTS

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-  Mangaldan, Pangasinan

OBJECTIVE

Results-driven professional with over 20 years of experience in administration, operations management, sales, marketing, and business development. Seeking a position where I can leverage my expertise in organizational management, client relations, team leadership, and process improvement to contribute to operational efficiency, business growth, and the overall success of the organization.

EMPLOYMENT BACKGROUND

Administrative Manager
Fajardo Holdings Group
Poblacion, Mangaldan Pangasinan
May 2024 - present

Experienced administrative professional responsible for overseeing the day-to-day operations of commercial property leasing and management activities, ensuring efficient business operations, tenant satisfaction, and organizational compliance.

- Manage daily administrative and operational functions of commercial properties.
- Oversee tenant onboarding, lease documentation, renewals, and contract administration.
- Coordinate rent collection, billing, and record-keeping.
- Supervise property maintenance schedules and vendor relationships.
- Maintain property files, permits, licenses, and compliance documentation.
- Prepare operational reports, budgets, and financial summaries for management review.
- Handle tenant concerns and coordinate resolutions promptly and professionally.
- Support strategic planning, business development, and future property expansion initiatives.
- Implement administrative processes to improve efficiency and service quality.

Corporate Secretary / Travel Coordinator / Event Organizer

Paakar Travel and Tours Inc.
Poblacion, Mangaldan Pangasinan
May 2019 – April 2024

Maintaining corporate records, supplying the board with resources, creating meeting minutes, and other matters for the board and its committees. Making sure the company's governance framework is appropriately developed, established, and maintained, overseeing legal entity management, developing and improving the company's governance program, conducting training and development of the board, collaborating with executive teams, and bringing new directors onboard to assist the board.

SKILLS

- *Computer literate*
- ✚ *Proficient in Microsoft Office (Word, Excel, Power point)*
- ✚ *Corel Draw*
- ✚ *Adobe Photoshop*
- ✚ *Wondershare Filmora video editing*
- *Driving*

EDUCATION AND TRAININGS

B.S. Physical Therapy

Perpetual Help College -Manila
V. Conception Street, Metro
Manila

Computer Programming

STI- Dagupan City
Dagupan City

English Proficiency Course

Northern Business and
Administration College
Dagupan City

Advance Defensive Driving

Honda Safety Driving Center
Km South Superhighway
Parañaque

- *Organize and keep all documents*
- *Communicating and disseminating all detailed information. Ensure that the company's messages are conveyed accurately and effectively.*
- *Diligently reviewing and verifying information, ensuring compliance with statutory requirements, and maintaining accurate and up-to-date records.*
- *Providing expert advice with research, facilitating decision-making processes and ensuring the board's actions adhere to legal and ethical standards*
- *Accurately record discussions, decisions, and resolutions.*
- *Aiding in contract reviews, and guiding the company through legal obligations.*
- *Analyzing financial statements, budgets, and reports to provide insights into the company's financial health*
- *Handling confidential information and documents with discretion and professionalism.*

Territory Sales Manager

Globe Telecommunications

**The Globe Tower, 32nd Street
corner 7th Avenue, Bonifacio
Global City, Taguig
May 2018 – May 2019**

- *Managing, training and motivating existing sales team to drive revenue growth*
- *Develop and manage efficient distribution networks for sales*
- *Develop efficient and creative sales and marketing strategies for the assigned territory and target setting for the sales team.*
- *Collecting customer and market feedback and reporting the same to the organization*
- *Monitoring sales team performance, analyzing sales data, periodical forecasting and reporting to zonal heads*
- *Monitor other competitor's brand and promo, review and report on all marketing activity and result.*
- *Monitor merchandizing and negotiate with LGU*

Maintain partnership with the Local Government Unit and Schools and local businesses

District Sales Manager

PR GAZ INC

Pasig Metro Manila

September 2017 – August 2018

Sales, Leadership and Management Trainings

Globe University

Leadership Enhancement and Development (LEAD) Seminar

EAGLES Club

Managers Trainings

Ariva Academy

Gerry's Grill

REFERENCES

Mr. Filmore P. Aquino

Process Development Lead
Nokia Shanghai Bell
The Fifth Avenue, 5th Ave,
Taguig City
09162416001

Ms. KimJoy Velasco

Human Resource PR
Gaz Inc.
Sta. Barbara Pangasinan
09175025210

Ms. Ricel Avellano - Llobera

OIC Branch Manger Gerrys
Grill Restaurant Calasiao
Pangasinan 09175036564

- *Manages and directs a sales force to achieve sales and profit goals within a district.*
- *Auditing inventory and financial accountability of each store*
- *Designs and recommends sales and marketing programs and sets short- and long-term sales strategies.*
- *In-charge of the operational practices of all 48 stores making sure each runs smoothly, cleanly and meets any budget and sales goals and is complying with any marketing campaigns and promotions.*
- *Making sure that the employees of each store complies' with the company standard and policies.*
- *Creating and implementing store budget.*
- *Plan and manage operational policies and strategies in a given region. Delegate responsibilities to other managers to meet company goals.*
- *Reports to the National Sales Manager financial, sales and operation state of all stores.*

Branch Manager

Gerry's Restaurant and Bar

Robinson's Place -Calasiao

Calasiao, Pangasinan

August 2016 – November 2017

- *Directly responsible for over- all operation of assigned outlet.*
- *Ensures customer satisfaction by maintaining Quality Service Cleanliness and Hospitality.*
- *Maintains communication between the branch and management by preparing daily, weekly, and month- end reports regarding operations and productivity.*
- *Formulates recommendations and provides feedback to management regarding operational policies and procedures.*
- *Maintains control over audit procedures to ensure compliance with controls. Monitors office activity, including number of transactions, sales volume, and cashier's accountability*

Sales and Marketing Manager/ Administrative

Head Hotel Trish

Rizal Street, Poblacion Mangaldan, Pangasinan

February 2013- March 2016

- *Responsible for maximizing hotel's revenues by developing programs to increase occupancy and creating events and packages for banquets.*
- *Responsible for coordinating marketing and promotional activities to meet customer needs.*
- *Working closely with other hotel staff to ensure customers are satisfied with the facilities and their stay.*
- *As administrative Head, works closely with the general manager, handles human resources and staffing of the hotel, conducts training and develop a training module for every department.*
- *Manages team management and oversee all aspects of hotel operations, including human resources, guest services, facilities maintenance.*

Travel Agent / Travel Coordinator / Event Organizer

**D'ICON Tours and Events
Poblacion, Mangaldan
Pangasinan 2006- 2012**

Sells travel related products and services, particularly package tours. Coordinate educational tours with various schools. Also organized various seminars regarding five-star hotels and coordinate an ocular trip to the hotel where the seminar was conducted.

Marketing Manager

**Inn Asia Hotel- Dagupan
Dagupan City
May 2005 – January 2006**

Develop, establish and maintain marketing strategies to meet organizational objectives. Effective management of the marketing, advertising and promotional activities of the organization, manage and coordinate all marketing, advertising and promotional staff and activities, analysis of customer research, current market conditions and competitor information, manage the productivity of the marketing plans and projects, monitor, review and report on all marketing activity and results and liaison with media and advertising.

Marketing Officer

**Lenox Hotel
Rizal St. Dagupan City
June 2004 – April 2005
August 2008- February 2010**

Develops and regularly analyze competition (rates, services, facilities) and make recommendations as needed to ensure that the hotel maintains its stated market position. Maintains regular contact with all existing accounts using the prescribed trace system, and identifying and developing new accounts through telephone and personal calls, participate in staff meetings, assist the Assistant General Manager or the Operations Manager in coordination of local advertising and will actively participate in civic organizations / events as requested. Handles Events in the hotel as Banquet Manager and ensures that the clients need is attain.

Events Coordinator

Margel Tours & Events Poblacion, Mangaldan Pangasinan 2001- Present

Plans, design, organize and coordinate conferences, meetings, seminars, exhibitions, festivals and other events. Responsible for participants' accommodations and transportation, facilities, catering, signage, displays, audio-visual equipment, printing and security. And also monitor budgets to support these ventures.

Operations and Administrative Manager

Manila Market International Roxas Blvd. Metro Manila 1998-2001

Managed end-to-end export operations in the Philippines, ensuring the efficient coordination of logistics, procurement, quality control, and financial administration. Key responsibilities included:

- Coordinated local and international shipping, forwarding, and export documentation.
- Supervised product loading and shipment preparation to ensure compliance with quality standards and customer requirements.
- Conducted product sourcing, supplier negotiations, purchasing, and market scouting to identify quality products and competitive pricing.
- Managed financial and administrative functions, including bookkeeping, expense monitoring, currency exchange transactions, and internal audits.
- Maintained accurate records and reports to support operational efficiency and business decision-making.
- Coordinated with suppliers, freight forwarders, and business partners to ensure timely delivery and smooth export operations.

Marketing Manager

STI-Koronadal Koronadal, South Cotabato 1997-1998

Conducts Career Orientation Seminar (COS) in various High School catered for 4th year students. Lay-out School activities, responsible for the retention of students and implements various marketing strategy.

Executive Secretary

San Andres Fishing Industries Inc. Tambler, Gen. Santos City 1995-1997

Provides high-level administrative support and assistance to the Vice President of the corporation. Maintaining agendas, planning appointments and meetings, attending meetings, handling phone calls, managing correspondence, making travel arrangements, and maintaining record, prepare confidential and sensitive documents. Coordinates office management activities. Determine matters of top priority and handle accordingly.