

ELLIE G. BANEZ

ROOM 308 CENTRO BUILDING SATWA DUBAI, UNITED ARAB EMIRATES
MOBILE NUMBER +971-545189282
EMAIL: ellie.g.banez@gmail.com | elliegbanez@yahoo.com



VISA STATUS:

- **VISIT VISA**
ENTRY PERMIT NO: 101 / 2019 / 77 / 0270431
UID NO: 63955894

JOB EXPERIENCE:

- **MEDIA ASSISTANT (March 1, 2010 – October 25, 2019)**
SPARK FOUNDRY, STARCOM MEDIAVEST GROUP PHILIPPINES, INC.
26TH FLOOR ENTERPRISE CENTER AYALA AVENUE COR. PASEO DE ROXAS, MAKATI CITY PHILIPPINES

Duties and Responsibilities:

- Handles monthly competitive reports for various categories
- Liaise with creative agencies, billing counterparts, suppliers and clients regarding ad placements
- Handles media buying (above the line – TV, Radio and Print) for the following industries – Airlines, Loyalty Card, FMCG Company across different categories (i.e. Total Confectioneries, Total Bakery Products, Total Beverages)
- Ensures that ad campaigns are implemented on time and within the allocated budget
- Religiously monitors all implementations and prepares realignment plans and actualized cost estimates for billing purposes and requirements
- Part of the team that is assigned to clean up billings for the following industries – Telecommunications, Airlines
- Draft and prepare TV and Radio Tactical plans for Confectionery Brands / TV and Cable Prototype Tactical Plans for RTD Chocolate Brand launch

- **SECRETARY**
SAN SEBASTIAN COLLEGE-RECOLETOS DE CAVITE, INC. (SSC-R DE CAVITE, INC.)
STA. CRUZ, CAVITE CITY, 4100 PHILIPPINES

Assigned to the following offices:

- OFFICE OF THE VICE PRESIDENT FOR ACADEMICS (NOVEMBER 18, 2009 – DECEMBER 31, 2009)
- OFFICE OF THE VICE PRESIDENT FOR RELIGIOUS AFFAIRS (SEPTEMBER 4, 2009 – NOVEMBER 17, 2009)
- ACCREDITATION, PLANNING AND DEVELOPMENT OFFICE (JULY 16, 2009 – SEPTEMBER 3, 2009)

Duties and Responsibilities:

- Directly reports to the VP for Academics, Campus Minister and Director for Planning and Development. Extends skills in office administration and organization. Facilitates meetings, prepares minutes of the meetings, budget requests for each offices, entertains students' inquiries and schedules important appointments of superiors.

- **SECRETARY (May 6, 2008 – July 15, 2009)**
ROBINSONS DEPARTMENT STORE – IMUS
EMILIO AGUINALDO HIGHWAY TANZANG LUMA, IMUS CAVITE, PHILIPPINES

Duties and Responsibilities:

- Directly reports to the Store manager and extends assistance to the smooth operation of Department Store's back office. Facilitates new sales clerks' orientation, monitors their attendance, and helps in merchandise monitoring. Extends assistance to Administrative Officer and various Department Heads for consolidation of sales reports and anything that is required of me.

- **STUDENT INTERN / ON THE JOB TRAINEE (Academic Year 2005 – 2006)**
DEPARTMENT OF MATHEMATICS, COLLEGE OF ARTS AND SCIENCES
SAN SEBASTIAN COLLEGE-RECOLETOS DE CAVITE, INC. (SSC-R DE CAVITE, INC.)
STA. CRUZ, CAVITE CITY, 4100 PHILIPPINES
- **STUDENT ASSISTANT / WORKING STUDENT (June 2003 – October 2007)**
DEPARTMENT OF MATHEMATICS, COLLEGE OF ARTS AND SCIENCES
SAN SEBASTIAN COLLEGE-RECOLETOS DE CAVITE, INC. (SSC-R DE CAVITE, INC.)
STA. CRUZ, CAVITE CITY, 4100 PHILIPPINES

EDUCATIONAL BACKGROUND:

Short Course: CERTIFICATE IN CULINARY ARTS

LPU CULINARY INSTITUTE
LYCEUM OF THE PHILIPPINES UNIVERSITY
VICTORIA ST. INTRAMUROS, MANILA 1002 METRO MANILA PHILIPPINES
(SEPTEMBER – DECEMBER 2018)

**Short Course: SPECIALIST COURSE IN VIDEO EDITING & SPECIAL EFFECTS
SPECIALIST COURSE IN DIGITAL ILLUSTRATION & PAGE DESIGN**
CIIT COLLEGE OF ARTS AND TECHNOLOGY
5TH FLOOR CTTM SQUARE, 68 TIMOG AVENUE COR. TOMAS MORATO, QUEZON CITY, PHILIPPINES
(JULY – OCTOBER 2015)

**Tertiary: BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
MAJOR IN MANAGEMENT**
AVE. GRADE: 91.21
SAN SEBASTIAN COLLEGE-RECOLETOS DE CAVITE, INC. (SSC-R DE CAVITE, INC.)
STA. CRUZ, CAVITE CITY, 4100 PHILIPPINES, (ACADEMIC YEAR 2003 – 2007)

Secondary: CAVITE STATE UNIVERSITY, ROSARIO CAMPUS
TEJERO, ROSARIO CAVITE, 4106 PHILIPPINES, (ACADEMIC YEAR 1999 – 2003)

Primary: BAGBAG ELEMENTARY SCHOOL
BAGBAG 2, ROSARIO CAVITE, 4106 PHILIPPINES, (ACADEMIC YEAR 1994 – 1999)

IMUS PILOT ELEMENTARY SCHOOL
IMUS CAVITE, PHILIPPINES, (ACADEMIC YEAR 1993 – 1994)

HONORS AND AWARDS:

- **LOYALTY AWARD FOR 5-YEAR SERVICE**, Starcom Mediavest Group Philippines, Inc. (June 25, 2015)
- **CUM LAUDE**, College of Business Administration, SSC-R de Cavite, Inc. (March 27, 2008)
- **ACADEMIC EXCELLENCE IN BUSINESS MANAGEMENT**, College of Business Administration SSC-R de Cavite, Inc. (March 27, 2008)

SKILLS:

- Proficient in Microsoft Office, Spectra (Media Booking System), Agency Central (Media Billing System)
- Basic Skills in Adobe Premiere, After Effects, Illustrator and In Design CS6
- Basic Culinary Skills

ACTIVITIES ATTENDED:

- **PARTICIPANT**, CONFLUENCE MEDIA CONGRESS 2015, Resorts World Manila Philippines (April 13-14, 2015)
- **GUEST SPEAKER**, GRADUATION 2015, Bagbag Elementary School, Cavite Philippines (March 27, 2015)
- **PARTICIPANT**, AD SUMMIT 2014, Subic, Olongapo City Philippines (May 7 – 10, 2014)
- **PARTICIPANT**, GREATEST IMAGINABLE CHALLENGE TRAINING, Starcom Mediavest Group Philippines, Inc. (September 28, 2012)
- **PARTICIPANT**, KALINGANG SEBASTINO PARA SA BIKTIMA NI ONDOY RELIEF OPERATIONS, Maragondon Cavite Philippines (October 13, 2009)
- **NAMFREL ENCODER**, PPCRV Cavite Chapter National and Local Elections, Cavite City Philippines (May 14, 2007)
- **EXHIBITOR**, San Sebastian College Art Exhibit, Cavite City Philippines (February 16-18, 2005)

MEMBERSHIPS:

- **SCHOLAR** – READS Philippines (Recoletos Educational Assistance for Deserving Students), Academic Year 2003-2007
- **MEMBER** - BMAP (Business Administration Association of the Philippines), Academic Year 2003-2007
- **CARTOONIST, WRITER, MANAGING EDITOR** – The Sebastianian Philippines (The Official Publication of San Sebastian College Recoletos de Cavite, Inc.), Academic Year 2005-2007

CHARACTER REFERENCES:

- **JAY LIM**
General Manager at Spark Foundry Philippines
Email: jay.lim@sparkfoundryww.com | Landline: +63 2 880 5343 | Mobile: +639177960475
- **ABBIE MARZAN**
Group Media Director at Starcom Philippines
Email: abigail.marzan@starcomww.com | Landline: +63 2 880 5343 | Mobile: +639175215300
- **ARDEN KHAN**
Associate Media Director and Cluster Lead at Spark Foundry Philippines
Email: arden.khan@sparkfoundryww.com | Landline: +63 2 575 0381 | Mobile: +639178965426
- **JAYSON MACATUNO**
Senior Media Buyer and Buying Lead at Spark Foundry Philippines
Email: jayson.macatuno@sparkfoundryww.com | Landline: +63 2 880 5343 | Mobile: +639178155252
- **EDITH REYES**
Senior Media Buyer and Buying Lead at Spark Foundry Philippines
Email: edith.reyes@sparkfoundryww.com | Landline: +63 2 884 8035 | Mobile: +639178428346
- **FERDINAND CALLUENG**
Director at San Sebastian College Recoletos de Cavite, Inc. | Sales Manager at Manulife Philippines
Email: ferdinandcallueng@yahoo.com | Mobile: +639272186776