

# Jane dela Cruz

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## OBJECTIVE

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A marketing associate in the pharmaceutical industry where quantitative market research and business development planning are required

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## QUALIFICATIONS

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A cum laude graduate of top university with a degree in BA Business Management. Successfully defended thesis on the use of guerilla marketing for consumer goods. Awarded as top intern for Summer 2010 by leading consumer goods company. Served as vice president of college-based organization for management students. Spearheaded fund-raising projects that increased funds by 150%.

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## EDUCATION

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**University of St. Andrew**  
BA Business Management  
Cum Laude

2007-2011

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## SKILLS

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- Market Research
- Marketing Plan
- Product Life Cycle
- SPSS Data Mining Software
- Profit and Loss Analysis
- Event Planning and Coordination
- Microsoft Word, Excel, PowerPoint
- English, Filipino, Cebuano

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## WORK EXPERIENCE

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**Excelsior Inc.**  
Intern

Summer

- Devised consumer survey questionnaire used to determine market reactions to new packaging of soap product
- Implemented consumer survey involving 1,000 respondents
- Conceptualized new slogan for new variant of laundry detergent

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## ORGANIZATION

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**Future Business Managers Circle**  
College-based organization for management students  
Vice President

2008-2011

- Negotiated to win hosting rights to university fair at 10% below regular cost
- Spearheaded university fair event resulting in sale of 3,000 tickets with net income of Php 63,000