



FRANCHESKA REGINE C. SANDEL

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EDUCATION

MIRIAM COLLEGE | 2015 - 2019

BS BUSINESS ADMINISTRATION

MARKETING MANAGEMENT

- SCHOLARSHIP GRANTEE

QUALIFICATIONS

- E-commerce Proficient (Marketplace, Instant Commerce, Modern Trade E-commerce, and Social Commerce)
- Account Management (Shopee, Lazada, TikTok, and Shopify)
- Capable to work with a team and/or independently
- Able to work and adapt on a fast-paced environment
- Proficient in Microsoft Office specially Excel, PowerPoint, and Word

INTERNSHIP & ORGANIZATION

- **Lazada Group PH**
 - Brand Social Communications
 - January 2019- March 2019
- **Sanggunian ng Mag-aaral ng Miriam**
- **Mirlam College Junior Marketing Association**
- **Junior Achievement of the Philippines**
- **Inter-Business Association**

WORK SUMMARY

CUSTOMER MARKETING & OPERATIONS MANAGER, E-COMMERCE

FOODSPHERE INC (VALENZUELA) | MARCH 2023- PRESENT

- Identify, Build, and Develop E-commerce Channel in the business
- Expand distribution of products through onboarding and partnering with new and existing platforms
- Develop strategies that would impact the channel's sales performance
- Execute programs that will drive visibility and awareness
- Manage end to end Daily operations of Marketplace Platforms
- Assists execution of Digital Campaigns in social media & marketplace

SENIOR PRODUCT OFFICER

GOLDEN ABC INC. (BALINTAWAK) | JULY 2022- MARCH 2023

- Develop sales and content strategies in e-commerce platforms and social media
- Monitor and manage activities of customers to enhance user experience, encourage repeat purchase, and elevate the brand's equity
- Lead photoshoots to ensure optimization of store content

BRAND MANAGER- COMMERCIAL

N-SQUARED E-COMMERCE PH (RIZAL) | JULY 2021- JULY 2022

- Link between Private Label Brands and E-commerce platforms
- Stock Management, ensuring efficient and consistent stock availability
- Lead Digital end-to-end campaign planning, execution and optimization (360-degree Marketing)
- Analyze industry trends, market conditions, and competitive efforts that can impact current and future strategies and plans of the brands

SENIOR ANALYST, RELATIONSHIP MANAGER

SHOPEE PHILIPPINES (BGC, TAGUIG) | JUNE 2019 - JULY 2021

- Manages, form, maintain and enhance relationships with clients
- Analyze given data, understand seasonality trends to implement best approach for each particular client
- Provide business solutions that would maximize exposure & growth
- Assists in building the category performance through the form of Collection building
- Assists in Execution of Marketing plans for the category