

**Ferdie Mendez**

# **Curriculum Vitae'**

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**Funnel Builder**

**Online Business Strategist**

**+63 953 055 2100**

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**<https://ferdie-mendez.com>**



### **Academic Background :**

Diploma of Business of Science in Business Administration  
University of San Carlos - Main Campus  
1998

### **Skills Acquired:**

- Funnel Building and Design
- Workflow Automation
- Chatbot flow and sequence Automation
- Video Edit and Production
- Basic PC troubleshooting
- Website and Landing page
- E-Commerce Website Dev. using WordPress
- Customer service handling and retention
- Basic Local Network Set-Up and Management
- Training facilitation and Presentation
- Data Entry and Reports Analysis
- Video Animation using PowerPoint Presentation
- Logistics and Warehouse Management
- Inventory System Development using Spreadsheet
- Procurement and customs clearing
- Geologic Hazard Mapping and Risk Analysis using GIS
- Population density analysis using GIS

### **Office and Marketing Tools:**

- Microsoft Office - Excel, PowerPoint , Word, Outlook, Teams
- PDF , Fillable PDF, PDF Conversion,
- Manychat Automation
- Google Workspace - Spreadsheet, Forms, Slides, Drive, Meet, Classroom, Gmail, Calendar. Chrome, Earth Pro, and YouTube, sites and chat.
- ArcMap of ArcGIS
- Zoom Meeting App
- Canva
- System.IO
- HubSpot
- WordPress
- Wix
- Shopify
- Pancake Eco-System



## Qualification and Work Experience:

**Marketing System and Automation Coordinator** - PMG - Australia Based Company  
2024 to Present

**Team Sales Leader - Platinum Realty** (Part-time)  
2024 to Present

**Freelance Funnel Builder and Designer** to several local and foreign clients  
Chatbot Automation flow and sequence script writer  
2023 to Present

**Marketing and Operations** (Part time) - Cebu Daytrip Tours and Transportation  
July 2016–Present

**Marketing Professional** -Nissan Cebu Central  
January - July 2024

**Cebu Changan (Gateway)**  
June 2023 - Nov. 2023

**Customer Service Agent** - Teleperformance  
January to March 2023

**Freelance Project Consultant** - Local Government Units  
Feb. 2020–2023

**Research Analyst** - Project Based—PLAN INT'L. (Move Up 3 Evaluation Team)  
Sept. 2020–Dec. 2020

## Qualification and Work Experience:

### **Local Disaster Response Officer II (GIS Analyst) - DSWD Region 7**

July - Dec. 2019

### **LDRRMO II GIS Analyst - Cebu Provincial Gov't. (PDRRMO)**

July 2016 - June 2019

### **Monitoring and Evaluation Officer III - DSWD - R7**

July 2014- June 2016

### **Logistic Coordinator/Procurement Officer - World Vision with Global Rapid Response Team**

Oct. 2013- June 2014

### **Acquisition Officer (Regional Office) - World Vision Development Foundation, Inc.**

Feb. 2010 - Oct. 2013

### **Business Dev./Territory Manager (South to Southwest Cebu)- Pepsi Cola Product Philippines, Inc.**

Feb 2008-Feb 2010

### **Key Outlet Manager (Mandaue & Cebu City)- Pepsi Cola Product Philippines, Inc.**

Feb 2007-Feb 2008

### **On-Premise Marketing Executive (Project) - Maxxium Philippines, Inc.**

Mar. 2006 to Jan. 2007

### **Account Specialist (Supervisor) - Fonterra Phil. assigned to Distributor (Anchor and Anlene Brand)**

Jan. 2004 to Jan. 2007

### **Administrative Office Manager - Amon Marketing**

May 2001- August 2003

## TRAININGS ATTENDED:

### **Sales Mastery and Sales Leadership**

Platinum Realty (Gary Galvez)

Grand Residence Hall, Roxas Street, Cebu City

Feb. 25-26, 2025

### **Quality Assessment System for Barangay – DRRM Planning: Training Workshop for Facilitators**

The Netherlands Red Cross

November 19 -22, 2018

### **Specific Earthquake Project Workshop and Launching of Metro Cebu Site Response Atlas**

Philippine Institute of Volcanology and Seismology

Dohera Hotel, Mandaue City, Cebu

October 26, 2018

### **Incident Command System – Managers Course Office Civil Defense**

St. Mark's Hotel, Cebu City November 17-19, 2018

### **Training on technical process for preparation and review of Comprehensive Land Use Plan (CLUP)Cebu Provincial Government- HULRB**

St. Mark's Hotel, Cebu City October 3-4, 2018

**PDPFP Situation Analysis Processing/Deepening and Program development workshop**

Cebu Provincial Government

Hidden Paradise Mountain Resort, Cebu

August 8-9, 2019

**Provincial Development and Physical Framework Plan- Data Validation and Situational Analysis Workshop**

National Economic and Development Authority

Alta Vista Village Resort and Convention Center, Cordova Cebu

July 23 -25, 2018

**International Conference on ICT for Disaster Preparedness and Response**

CvisNet and NTT Japan

Waterfront Hotel Lahug, Cebu City

September 20-21, 2017

**Weather Forecasting and Monitoring Workshop for Local DRRM Officer**

PAG-ASA

Cebu Northwinds Hotel, Lahug, Cebu City

June 13-15, 2018

**Local Disaster Risk Reduction Officer III (GIS Specialist)**

Cebu Provincial Gov't. (PDRRMO)

July 2016 - June 2019

**Karst and Watershed Landscape Management Trainer's Training**

Soil and Water Conservation Foundation, Inc.

Premier City Suites Hotel, Cebu City

July 17-20, 2018

**Organization and Community Affiliation:**

**Brotherhood of Christian Business and Professional - Cebu East**

Techno Wealth Creators

**REFERENCE PERSONS:**

**Rev. Fr. Mariano "Boyett" Cuarto MASL**

**Chief Operating Officer**

Academia de San Jose

SB Cabahug St. Centro Mandaue City, Cebu

Mobile No. +63 917-6310294

**Mr. Baltazar Tribunalo Jr.**

**Municipal Consultant**

Municipality of Tuburan Cebu

Mobile No. +63 968 607 6413

**Mr. Rolando P. Reyes**

**Department Head**

City Disaster Risk Reduction and Management Office - Danao City

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