

BENEDICT ALCALA ALEGRE

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Specialization Project Management (PM) + Account Management (AM)
+ Operations (OPS)

Work Experience **Spinweb Productions, Inc. (www.spinweb.ph)**
The web consulting arm of Nexus Technologies, one of the largest and most respected I.T. company in the Philippines.

Key Account Manager *September 2010 to present*

- AM: Established partnerships with advertising agencies which resulted to web and interactive projects for various brands

Ad Agencies

Ace Saatchi and Saatchi
Wunderman
Campaigns and Grey

Brands

Mead Johnson, Roche, Sanuk
Nokia
GlaxoSmithKline

- AM: Analyzed search engine marketing (SEM) campaigns (Google AdWords and Yahoo/Bing) and Google Analytics which resulted to the alignment of client's marketing plans
- OPS: Established a system and a series of reports that enabled top management to regularly track the company's sales performance

Project Manager *July 2009 to August 2010*

- PM: Managed a team of designers and developers which ensured the quality and on-time delivery of various web and interactive projects
- PM: Introduced Agile development methodology to the production process which improved the turnaround time of the team
- OPS: Established a system and a series of reports which ensured all production tasks are monitored and accomplished

One Hundred Services, Inc. (www.eyp.ph)

The new media arm of Directories Philippines Corporation (DPC), the largest publisher of phone directories in the Philippines.

E-Commerce Manager *June 2008 to June 2009*

- PM: Coordinated with the online payment gateway service provider, suppliers and customers which ensured the orders are correct and delivered on time
- AM: Established partnerships with SMEs which resulted to the initial population of the online store inventory
- OPS: Established the e-commerce policies, procedures, and reports which became the guide for the online store operations

Odyssey Next Edge, Inc. (www.odysseylive.net)

The new media arm of Odyssey Music and Video, the largest music and video retailer in the Philippines.

Senior Manager – Business Development and Operations *November 2005 to May 2008*

- PM: Spearheaded a team designers, developers, and content managers that overhauled odysseylive.net, a promising local social music network
- OPS: Supervised the team which ensured fresh content and improved user interface for odysseylive.net

AdhesiveStudio, Corp. (www.adhivestudio.com)

A small web development company, composed of a team of freelancers, servicing big clients like Nestle, Nike and Nokia.

Managing Partner *October 2004 to October 2005*

- PM: Managed a pool of freelancers which ensured the quality and on-time delivery of web development projects
- AM: Managed relationship with Ogilvy One which resulted to web hosting contracts for Nestle, Nike and Nokia
- OPS: Established a system and a series of reports which tracked the company's sales, collections and expenses

Headstrong Philippines, Inc.

A global I.T. consulting company with presence across North America, Europe and Asia-Pacific.

Software Developer *January 2004 to September 2004*

- Assisted in web programming using C# .NET

Lacson and Lacson Insurance Brokers, Inc.

One of the top insurance brokerage firms in the Philippines.

Systems Analyst *June 2002 to July 2003*

- Conducted an enterprise-wide systems analysis

Education

Bachelor of Science (2002)
Major in Management Information Systems
Ateneo de Manila University

Interests

Travel, Photography, Movies, TV Series, Music, Investing