



# CLAYTON P. GARCIA

## PROFESSIONAL SUMMARY

While working on my post-grad education. I worked as a Marketing Associate for AppleOne Properties. I was in the organization for 2 years (Oct.2019 - June 2022). I handle the company's commercial and healthcare industries.

## PERSONAL INFORMATION

Birthdate: July 10, 1996

Age: 26

Sex: Male

Nationality: Filipino

Religion: Roman Catholic

## CORE COMPETENCIES

- Oral and Written Communication
- Qualitative and Quantitative Research
- Regression Analysis
- Time Series Forecasting
- Critical Thinker
- Creative Marketing
- Social Media Liason
- Events Planning
- Branding and Marketing

## CONTACT INFORMATION



Lot 3, Block 12, Kansas St.,  
Newtown Estate, Poblacion  
Pardo, Cebu City, Philippines



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## REFERENCES

Available upon request.

## EDUCATION

### MASTERS IN ECONOMICS 2018 • PRESENT

University of San Carlos

P. Del Rosario Street., Cebu City, Philippines

### BACHELOR OF SCIENCE IN ECONOMICS WITH A MINOR IN LAW AND POLITICS • 2018

University of San Carlos

P. Del Rosario Street., Cebu City, Philippines

### Secondary Education • 2013

University of San Jose - Recoletos

Basak, Pardo, Cebu City, Philippines

## ENGAGEMENTS

### STUDENT AMBASSADOR • 2015 – 2018

Office of External Relations, University of San Carlos

### MEMBER • 2013 – 2018

Carolinian Economic Society, University of San Carlos

# EXPERIENCES

## CORPORATE BRANDING

- Developed marketing strategies to improve brand awareness, strengthen brand identity and generate sales for all industries in AppleOne Properties, Inc.
  - Involved in creating and designing corporate collaterals and Conceptualizing corporate video campaigns for both internal and external.
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## DIGITAL MARKETING

- Social media liaison between the management and company suppliers.
  - Social media management of corporate page for the commercial Industry  
Spearheaded the Facebook page of the company's partner (Regus) – An International Flexible Office Space Provider.
  - Developed a roadmap for social media postings (including Finding Target Market, Consumer Insights, Transformative Insight, Big Idea, Brand Positioning, Strategies, and Tactics.).
  - Assisted in creating a healthcare corporate page: Marketing and Branding on the company's local Hospital (VisayasMed Hospital) and Medical Center (AppleOne Arts Medical Building.).
  - Assisted in Designing and creating content for residential and Hospitality Industry brands (social media).
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## EXPERIENCES

### MARKETING CAMPAIGNS

- Branding strategy and positioning of AppleOne Properties, Inc. industries. (Commercial, and healthcare) Involved in branding and design initiatives including logo developments.
  - Marketing Campaign for Regus and VisayasMed Hospital and AppleOne Medical Arts.
  - Development of Catchment Analysis for the Commercial Industry.
  - Creation of brochures and Leasing Kits.
  - Deep know-how in the Commercial and Healthcare market.
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### EVENTS

- Event planning, conceptualization, and management in the Residential, Commercial, and Healthcare Industries.

#### **Residential Industry**

- Video walkthrough of AppleOne Banawa Heights (Condominium)
- Monthly In-house recognition of AppleOne Brokers

#### **Commercial Industry**

- Regus Brokers Social (Online)
- Regus Brokers Social
- Regus Commercial Video Webinar (Hybrid Event both online and Physical)
- Regus Video walkthrough
- And other in-house Regus events

#### **Healthcare Industry**

- Visayasmed Hospital Brand Launching
  - VisayasMed Hospital Christmas Party
  - In charge of creating speeches for the company CEO and other Executive Officers during an event.
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