



# ANN MARGARET CIPAT-NGO

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## SUMMARY

A results-driven Marketing & Operations Leader with over 20 years of experience in marketing strategy, business operations, customer relationship management (CRM), and team leadership. Adept at developing and implementing data-driven marketing campaigns, lead generation strategies, and operational improvements to enhance business growth.

Highly skilled in remote team management, virtual project coordination, and digital marketing, ensuring seamless execution of business strategies in remote work environments. Proficient in market research, brand positioning, online customer engagement, and multi-channel marketing, with a strong ability to analyze trends and optimize business processes.

With a background in executive-level support, corporate administration, and business development, excels in managing cross-functional remote teams, streamlining workflows, and driving operational efficiency. A proactive problem-solver with a keen eye for process automation, online collaboration, and digital transformation.

Passionate about leveraging technology and innovative marketing strategies to scale businesses, improve customer experience, and maximize revenue. Ready to bring expertise in remote operations, digital marketing, and virtual team leadership to dynamic, forward-thinking organizations.

## PROFESSIONAL EXPERIENCE

### Managing Director / General Manager • March 2025 – Present

*Aurumax Tech Solutions Inc. (Startup), Manila*

- Develop and execute short- and long-term growth strategies aligned with the company's vision.
- Identify new markets, opportunities, partnerships, and service innovations.
- Drive operational and financial planning in a lean startup environment.
- Oversee daily operations across sales, technical services, project implementation, and support.
- Build and refine internal processes and workflows for efficiency and scalability.
- Ensure timely and successful delivery of client projects and services.
- Define and execute the company's short-term and long-term strategic goals.
- Lead the development and implementation of new business initiatives and market expansion.
- Cultivate a high-performance culture aligned with company's mission and values.
- Represent the company to clients, partners, government agencies, and stakeholders.
- Manage budgets, forecasts, and financial reporting in collaboration with the finance team.
- Monitor and drive profitability, cost control, and resource optimization.
- Identify and mitigate financial and operational risks.

### Marketing Director / OIC Operations • April 2013 – February 2025

*Golden Aurum System Solutions Inc., Manila*

- Conducts market research and competitive analysis to identify business opportunities and industry trends.
- Manages the entire customer journey, optimizing customer relationship management (CRM) strategies to enhance retention and satisfaction.
- Identifies target markets and formulates effective communication and outreach strategies.
- Develops and implements lead generation strategies to expand the company's client base.
- Conceptualizes, plans, and executes corporate events, trade shows, and promotional activities.
- Oversees the company's day-to-day operations, ensuring efficiency and alignment with business goals.
- Develops and implements operational policies and procedures to enhance productivity and streamline processes.
- Leads cross-functional teams, ensuring collaboration between marketing, sales, technical, and administrative departments.

- Supervises and monitors the performance of staff, engineers, programmers, and other technical teams, ensuring optimal workflow and output.
- Oversees project management initiatives, ensuring timely completion, resource allocation, and adherence to quality standards.
- Evaluates and enhances existing products and services, focusing on continuous improvement and profitability.
- Ensures compliance with company policies, industry regulations, and best practices.
- Leads strategic planning efforts, aligning marketing and operational goals with the company's long-term vision.
- Drives a customer-centric approach in decision-making to enhance overall service quality and client satisfaction.

#### **Center Manager • January 4, 2011 – April 2013**

*Behavior Modification Inc. (Slimmers World International), Makati City*

- Ensured the flawless execution of daily operations, overseeing the maintenance, safety, and functionality of all machines, equipment, and facilities to provide an optimal experience for clients.
- Developed and implemented local marketing strategies, coordinated with the head office on promotional campaigns, and monitored sales performance to achieve and exceed revenue targets.
- Managed overhead costs, budget allocation, and financial reporting, ensuring profitability and cost efficiency while maintaining high service standards.
- Handled recruitment, training, and performance evaluation of staff, fostering manpower development and a high-performance culture.
- Addressed and resolved customer complaints promptly, ensuring a high level of customer satisfaction and retention.
- Prepared and submitted detailed financial, operational, and performance reports to accounting, audit teams, and senior management.
- Conceptualized and executed innovative strategies to boost sales, enhance service offerings, and improve workforce efficiency.
- Regularly evaluated team performance, ensuring strict implementation of company policies, code of ethics, and operational standards.

#### **Executive Assistant • September 23, 2009 – January 10, 2010**

*Behavior Modification Inc. (Slimmers World International), Makati City*

- Managed all incoming and outgoing correspondence, phone calls, emails, and official documents, ensuring efficient communication and workflow within the organization.
- Assisted in the day-to-day operations of multiple centers, acting as a liaison between the VP and operational teams to streamline processes and maintain high-performance standards.
- Maintained and organized highly confidential personnel files, company policies, reports, and reference materials, ensuring data accuracy and accessibility.
- Collected, analyzed, and compiled performance evaluations of all centers, generating reports and insights for the Vice President's strategic decision-making.
- Prepared and reviewed daily sales reports, financial summaries, and operational updates across multiple branches, ensuring transparency and accountability.
- Managed requisitions, purchase orders, staff reports, resolutions, and key business documents, facilitating smooth operational functions.
- Acted as the central support system for all business centers, providing leadership guidance, resolving administrative concerns, and aligning departmental objectives with company goals.

#### **Marketing Executive/Billing/I.T. Support • July 2009 – September 2009**

*The Hotel Amancio, Santiago City, Isabela*

- Promoted and marketed room accommodations, event spaces, and corporate functions (e.g., seminars, birthdays, and weddings) to drive revenue and maximize occupancy.
- Handled corporate billing, accounts receivable, collections, and payment processing, ensuring accurate financial records and timely transactions.
- Designed and developed high-quality marketing materials, brochures, and digital assets using Adobe Photoshop to enhance brand visibility.
- Assisted in crafting and executing marketing plans and promotional campaigns, aligning with the hotel's corporate goals, vision, and mission.
- Managed the maintenance and troubleshooting of company computers and network systems, ensuring smooth day-to-day IT operations.
- Coordinated with software providers to maintain, update, and optimize the hotel and restaurant POS system, ensuring efficient transaction processing and reporting.

#### **Account Officer • June 2008 – May 2009**

*Banco Agicola, Inc., Santiago City, Isabela*

- Promoted and marketed bank products and microfinance services, educating potential clients on available financing solutions tailored to their needs.
- Handled the end-to-end processing of microfinance loan applications, ensuring compliance with bank policies and regulatory standards.
- Conducted credit investigations, background checks, and business evaluations to assess clients' financial capability and minimize risk.
- Facilitated loan releases, managed payment collections, and ensured timely repayment, minimizing default rates.

- Maintained strong relationships with borrowers through care calls and site visits, providing guidance and financial advice for business growth and sustainability.
- Regularly assessed clients' business performance, financial stability, and potential risks, recommending strategies for improvement.
- Consistently met or exceeded personal monthly and annual sales targets, contributing to branch and institutional revenue growth.

#### **Operations Assistant • July 2006 – October 2007**

*The Sasa shoppe Beauty Corporation – Binondo, Manila*

- Managed all incoming and outgoing correspondence, including phone calls, emails, and official documents, ensuring smooth business communication.
- Handled accounts payable and receivable, ensuring accurate financial tracking and timely payments for suppliers and vendors.
- Maintained comprehensive and confidential personnel files, company policies, financial records, and operational reports for easy reference and compliance.
- Prepared and processed requisitions, purchase orders, and inventory audits, ensuring optimal stock levels and preventing shortages or overstocking.
- Oversaw payroll processing, employee performance evaluations, and human resource functions, ensuring compliance with labor policies and fair compensation.
- Conducted regular inventory checks and audits, ensuring proper stock levels, minimizing losses, and improving efficiency in inventory management.
- Assisted in overall store operations, staff coordination, and policy implementation, ensuring smooth daily business functions and a high level of service quality.

#### **Telemarketing Officer Promoted to Corporate Telemarketing Officer Promoted to Marketing & Sales Consultant • October 2002 – June 2006**

*Slimmers World International, Makati City*

- Handled inbound and outbound calls, addressing customer inquiries regarding products, pricing, services, and payment terms.
- Assessed client needs and recommended tailored product solutions, ensuring high conversion rates.
- Maintained accurate sales records and customer databases, assisting in data-driven marketing strategies.
- Generated new leads through proactive cold calling and follow-ups, contributing to overall revenue growth.
- Conducted post-sales care calls, ensuring customer satisfaction and repeat business.
- Focused on corporate accounts, building relationships with high-value clients and key decision-makers.
- Developed and implemented targeted telemarketing campaigns, increasing customer acquisition and retention.
- Led sponsorships and solicitation programs, securing strategic media partnerships and maximizing brand exposure.
- Monitored client program performance, analyzing engagement levels and recommending improvements.
- Coordinated with marketing and sales teams to refine communication strategies and optimize sales pitches.
- Provided expert consultation on sales and telemarketing strategies, optimizing lead conversion and revenue generation.
- Led business development initiatives, securing corporate partnerships, sponsorships, and promotional collaborations.
- Advised on product positioning and market expansion strategies, aligning sales efforts with business goals.
- Designed and conducted sales training programs, improving team performance and customer engagement techniques.
- Monitored market trends and client feedback, recommending improvements to enhance customer experience and brand loyalty.

#### **TRAININGS & SEMINARS**

Agile Project Management 101: Master Scrum Workflows with Jira and Confluence Workshop – Design for Scrum Masters and Agile Project Managers  
December 1-2, 2024

Project Management 101: Introduction to Traditional, Hybrid and Agile Project Management (3 hours)  
November 18, 2024

Impinj Software and Connectivity  
August 21-25, 2017  
Seattle, WA U.S.A.

Impinj Technical Training: Gateway 101  
June 24, 2017

Impinj Fundamentals  
May 2, 2017

Impinj FasTrack RFID Training Course  
February 18, 2016

Foundations of Leadership Excellence  
Team 62  
February 18-19, 2006

Advanced Leadership Course  
Team 40  
March 16-19, 2006

Leadership Excellence Achievement Program  
Team 28  
Graduated - June 25, 2006

## EDUCATIONAL BACKGROUND

Technological Institute of the Philippines - Quiapo, Manila  
Bachelor of Science in Computer Engineering  
1997-2001 - Undergraduate

Pamantasan ng Lungsod ng Maynila - Intramuros, Manila  
Bachelor of Science in Computer Science  
1995-1996 - Undergraduate

Jose Abad Santos High School - Binondo, Manila  
Secondary Education  
1992-1995 - Finished High School for 3 years (Accelerated to 4th year)

Rosauo Almario Elementary School - Tondo, Manila  
Primary Education  
1986-1992

## SKILLS

### Marketing & Business Development:

- Strategic Marketing Planning & Execution
- Brand Management & Market Positioning
- Lead Generation & Customer Acquisition
- Social Media Marketing & Digital Advertising
- Social Media Content Planning & Execution
- E-commerce Platform Management (e.g., Shopee, Lazada, Shopify)
- Product Listings, Order Fulfillment, Inventory Updates
- Online Customer Service & Community Engagement
- Calendar & Task Scheduling Tools (e.g., Google Calendar)
- Basic Graphic Design & Content Creation
- Marketing Analytics & Reporting

### Operations & Process Optimization:

- Business Process Development & Improvement
- Workflow Automation & Efficiency Enhancement
- Cross-Functional Team Leadership
- Budgeting, Forecasting & Cost Control
- Performance Monitoring & KPI Management

### Technology & Software Conceptualization:

- RFID Hardware & Systems Integration
- Software Application Conceptualization & Development
- vTiger CRM Implementation & Customization
- Support Ticketing System Management
- IT & Network Infrastructure Oversight
- HelpDesk Ticketing Implementation and Management (HESK, FreshWorks, etc.)

### Human Resources & Administrative Management:

- Talent Acquisition & Manpower Development
- Employee Performance Evaluation & HR Policies
- Administrative Operations & Corporate Governance
- Compliance & Documentation Management