**ROLAN S. MALLARI**

**Purok 4, Antonio Luna Street, Maimpis, City of San Fernando, Pampanga**

**CELL#: 0935-4362351**

**Email: roland\_mallari07@yahoo.com**

**PERSONAL BACKGROUND**

Birth Date : March 7, 1991

Birth Place : City of San Fernando, Pampanga

Civil Status : Single

Religion : Christian

Citizenship : Filipino

Passport # : P4801659A

Seaman’s Book# : C1153596

**WORKING EXPERIENCE**

* **Company: Coca-Cola FEMSA Philippines**

Address: **Km72 Mc Arthur High Way San Isidro City of San Fernando Pampanga**

Position: Sales Representative (Pre Seller)

Date: September 2013--March 2018

* Achieve the daily and monthly sales targets by ensuring complete and proper coverage of the allocated area; ensure that all outlets are visited in the correct sequence, follow the planned call in each outlet and make sure that they are well stocked with all our brands and packages
* Determine the amount of cases required for next day’s first loading and order the load accordingly.
* Maintain a good relationship with the customers at all times.
* Develop sales and distribution, in liaison with the Sales Supervisor, vertically by identifying and establishing business relationships with new clients and horizontally by introducing the full range of the products to existing clients.
* Submit a daily activity report to the Supervisor detailing the competitors’ activities; complete the route cards, invoices, settlement sheets as well as any other required documents.
* Ensure that shortages, outstandings and collections are settled with the Accounts Department and that cash sales are deposited with the Cashier at the end of the day
* Reflect high standards of performance in implementing the trade promotions and marketing activities that relate to his routes and customers.
* Merchandise the products in the coolers and displays, utilize the Point of Sales (P.O.S.) materials, check the expiry dates in all outlets and rotate stocks whenever required.
* Lead the team of Helpers through constant training and merchandising.
* Ensure proper care and maintenance of Company coolers and report faulty equipment to the Sales Supervisor for remedial action.
* Drive the Company vehicle with extreme care while maintaining a strict code of traffic discipline and safety requirements; daily check the vehicle fluid levels and follow the Company policy with regards to the maintenance and servicing of trucks (which shall not be used for private or personal use).

**EDUCATIONAL BACKGROUND**

* **TERTIARY St. Nicolas College of Business and Technology**

**Bachelor of Science in Business Administration**

MEL-Vi Building, Jose Abad Santos Avenue

Dolores, City of San Fernando, Pampanga

2009 - 2013

**CHARACTER REFERENCES**

***Michelle Q. Villano***

*Managing Editor of Foreign Post, Inc. (newspaper) and*

*Proprietor of Orange and Lemon Grill Taft Ave., Manila*

[*www.theforeignpost.info*](http://www.theforeignpost.info)

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*027137182*

*09178892680*

***Mark Liam***

*Sales Executive*

*Coca – Cola FEMSA Philippines, Inc.*

*09178825481*

*I hereby certify that above information are true and correct to the best of my knowledge and abilities.*

**Rolan S. Mallari**