

REGGIO CHUA TOPACIO

Mobile: +639173048701

Email: reggio1234@gmail.com

Location: General Trias, Cavite, PHILIPPINES



Career Objective

To be an effective communication specialist for an **integrated corporation** that embraces change, strives for innovation and **seeks only to produce effective product that sells.**

Notable Achievements

Over Two decades of relevant experience in advertising agencies for personal care products, home care products, tobacco, food & beverage, automotives, consumer electronics, mobile in the Philippines, Vietnam, Saudi Arabia & UAE.

Relevant Skills & Qualities

- Extensive knowledge in integrated and experiential marketing gained from activation campaigns conceptualized and implemented
- Aptitude in managing business units and multi-functional teams
- Proactive and committed, able to rapidly assimilate new methodologies, processes, technologies, industries and cultures
- Comfortable in both autonomous and collaborative environments
- Excellent interpersonal and communication skills providing the ability to operate efficiently at all levels and across all disciplines

LINKEDIN:

<https://www.linkedin.com/in/redgetopacio/>

SLIDESHARE:

<https://www.slideshare.net/hemisphere1234>

PROFESSIONAL EXPERIENCE

SALES & MARKETING SPECIALIST (Part-Time)

Aug 2022 - Present | HARBIN PROTOCOL | Remote

- Directed the execution of B2B & B2C sales & marketing strategies, fostering lasting partnerships and alliances for organizational benefit.
- Held the role of Social Media Chief, ensuring the consistent release of high-quality communications online.

REAL ESTATE ADVISOR

May 2021 - Nov 2021 | ARTHALAND | Manila-

- Successfully marketed and sold luxury properties at 500% above market rate.
- Collaborated with real estate partners in the US, Australia, and the Philippines to drive sales and achieve key milestones.

MARKETING CONSULTANT

January 2019 – December 2019 | Luneta Ice Cream (Netherlands) | Remote

- Planned and implemented comprehensive marketing communication strategies to drive brand growth and market penetration in untapped territories.
- Produced high-impact content, press releases, and other PR materials that effectively engaged target audiences and generated positive media coverage.
- Spearheaded the brand's successful launch in the UK market, leveraging digital PR and strategic partnerships to build brand awareness and drive sales.

OPERATIONS MANAGER

June 2017 – December 2018 | Brand Ambassadors Corp (Manila) | Manila

- Supervised and mentored account servicing teams, ensuring efficient execution of on-ground marketing activities for various clients in the FMCG and electronics sectors.
- Successfully managed client relationships with major brands like Nestle and Samsung, consistently exceeding performance expectations.
- Created persuasive presentations and proposals that secured new business opportunities and increased revenue by 30%.
- Implemented process improvements that streamlined operations and boosted team productivity by 50%.

MARKETING CONSULTANT

November 2016 - March 2017 | Bend Studio | Dubai

- Managed a portfolio of SME clients, overseeing all aspects of account management and new business development for a creative agency specializing in digital content creation.
- Developed and implemented effective sales and marketing strategies to acquire new clients and grow existing accounts within Dubai's SME market.
- Established standardized processes and procedures to optimize agency operations, improve workflow efficiency, and enhance client satisfaction.

ACCOUNT DIRECTOR

November 2014 – October 2016 | Fineco Management Corporation/Cozoz Inc | Manila

- Developed and executed shopper marketing strategies for Puregold, a leading supermarket chain in the Philippines, optimizing in-store promotions and brand activations to drive customer engagement and sales.
- Provided expert guidance on retail space optimization, visual merchandising, and promotional campaigns to maximize revenue generation for various brands.
- Conceptualized and implemented a comprehensive marketing strategy for Traveling Museum PH, a non-profit organization, leveraging PR, digital marketing, and social media to build awareness and secure sponsorships with a limited budget.

IN-COUNTRY REPRESENTATIVE/CHIEF CONSULTANT for Vietnam

January 2013 – November 2014 | Meat and Livestock Australia under Grupo Sorbetero | Hybrid - Manila/HCM

- Served as the primary point of contact for MLA in the Philippines and Vietnam, overseeing the importation, distribution, and marketing of Australian lamb and beef products.
- Navigated complex trade policies and regulations in both countries to ensure seamless product delivery and compliance.
- Cultivated strong relationships with key stakeholders in the food industry, including distributors, wholesalers, retailers, and hospitality businesses.
- Organized and conducted product demonstrations, culinary workshops, and educational seminars to promote proper meat handling and increase product knowledge.

Group Account Director (Short-term Contract) | Geometry Global Vietnam (Ogilvy – WPP), Ho Chi Minh City | Apr 2014 – Oct 2014

- Provided strategic leadership and account management for a portfolio of tobacco brands, overseeing regional marketing initiatives and ensuring compliance with local regulations.
- Coordinated with global teams to develop and implement integrated marketing campaigns, ensuring brand consistency across international markets.
- Successfully launched new products, managing all aspects of the go-to-market strategy, including market research, product positioning, and distribution channel management.
- Enhanced professional expertise through participation in Ogilvy's global training programs on tobacco consumption, packaging design, and shopper marketing.

ACCOUNT DIRECTOR

June 2013 – February 2014 | Scarlet Communications - Vietnam | Ho Chi Minh City

- Directed all aspects of agency operations, overseeing a team of 35 professionals across various departments, including client servicing, creative development, logistics, and project management.
- Successfully planned and executed a diverse range of high-profile events and marketing campaigns for major international brands.
- Demonstrated expertise in event management, project coordination, client relationship management, and team leadership.
- Notable projects included large-scale events for JTI, Pepsi Suntory, IBM, Renault, and Oppo, consistently exceeding client expectations.

STRATEGIC PLANNING MANAGER

August 2010 - June 2013 | Dentsu Alpha Limited - Vietnam | Ho Chi Minh City

- Led the development and implementation of strategic marketing plans for a diverse portfolio of clients, ensuring alignment with business objectives and target audience needs.
- Conducted in-depth market research and competitive analysis to identify opportunities and inform marketing strategies.
- Collaborated with cross-functional teams, including creative, media, and account management, to execute successful campaigns that delivered measurable results.

Key achievements:

- Abbott Grow Campaign: Generated a 200% increase in agency revenue through a highly effective integrated marketing campaign.
- TH Milk Campaign: Developed a strategic marketing plan that contributed to 70% of the agency's total revenue.

ACCOUNT DIRECTOR

July 2007 - May 2010 | Venus Communications (Saatchi) - Vietnam | Ho Chi Minh City

- Led a high-performing business unit that consistently exceeded revenue targets, generating over \$12 million annually.
- Promoted to Account Director within two months to manage key global accounts, including P&G.
- Secured major new business wins, such as GS E&C, which contributed 40% to agency revenue.
- Managed a diverse portfolio of international clients, including IBM, Bosch, Sanofi-Aventis, San Miguel Corporation, British Petroleum, and Diageo.- -

SENIOR PROJECT MANAGER

June 2006 - July 2007 | Ogilvy Action Manila | Manila

- Effectively managed and delivered complex activation programs for a diverse portfolio of clients in the telecommunications, financial services, FMCG, and automotive industries.
- Successfully rebuilt client trust in a critical project for Motorola, ensuring its successful execution and contributing significantly to agency revenue.
- Provided guidance and mentorship to a team of junior project managers, fostering their professional development and ensuring the on-time and on-budget delivery of multiple simultaneous projects.
- Demonstrated expertise in project planning, budget management, risk mitigation, and stakeholder communication.

FIELD MARKETING EXECUTIVE

March 2000 - May 2006 | Arc Worldwide (Leo Burnett Manila) | Manila

- Planned and executed integrated marketing campaigns across multiple channels for a diverse portfolio of P&G brands, encompassing laundry, personal care, hair care, and household products.
- Served as the primary point of contact for P&G, effectively managing client communication, project timelines, and creative development.
- Collaborated with internal teams and external partners to deliver impactful marketing activations, exceeding client expectations and driving brand growth.
- Contributed to award-winning campaigns recognized for their creativity and effectiveness in P&G's global internal awards program.

EDUCATION

DELA SALLE UNIVERSITY (Manila)
Bachelor of Arts in Organizational Communications,
Sept 1999