



# Jose Mari Cabornay

Sales Supervisor | Visual Graphic Designer

## SUMMARY

Experienced and results-driven professional with a diverse background in sales, marketing, operations, and customer service. Adept at developing and implementing effective strategies to promote digital products and services, with a proven track record of successful deal closures and client relationship management.

## WORK EXPERIENCE

**Sales and Marketing Supervisor** 2023-Present

Trends Hub Social - Al Fattan Plaza,  
Garhoud, Dubai, United Arab Emirates

Develop and implement effective sales and marketing strategies to promote our digital products and services. Conduct market research and lead generation, maintaining valuable client relationships while leveraging graphic design tools such as Figma, Adobe Photoshop and more to create persuasive sales presentations. I adeptly managed quotation, proposals, and contract negotiation, engaging in both inbound and outbound calls, online meetings and discussion especially with decision-makers, to successfully close deals. Supervised and mentored junior sales representatives.

Social Media Marketing and Content Creation, develop and execute marketing strategies including content creation, visual graphic design and video editing.

**Assistant Manager for Operations and Sales** 2022-2023

Italian Shoe Factory - Al Quoz 1,  
Dubai, United Arab Emirates

Responsible for developing and executing comprehensive marketing and sales strategies that were aligned with company's objectives to meet customer needs. This included conducting in-depth market research and analysis to identify emerging trends and growth opportunities for the company and its services. I excelled at building and maintaining strong relationships with external customers and business while providing exceptional customer service both pre and post-sales. Additionally, I developed and implemented efficient operational systems, work processes, and training materials to ensure smooth operations. My expertise in software management encompassed platforms such as Shopify, Quickbooks, Zoko, and Google Drive, and I handles basic SEO management.

My niche expertise extended to leather shoe and bag repair, providing assessment to clients. I also took part in production and logistics contributing to company success.

**Station Agent cum Customer Service Representative** 2020-2022

Dubai Metro (Serco & Keolis-MHI) - Dubai,  
United Arab Emirates

During my tenure at Dubai Metro, my role was multifaceted, combining essential customer service responsibilities with critical station agent tasks. This dynamic position required a combination of strong customer service skills, safety-critical duties, and effective complaint handling.

**Data Entry Encoder** 2018-2020

S-Corp Philippines (FedEx Project) - Subic Bay  
Freeport Zone, Olonggapo, Zambales, Philippines

As a data entry encoder, my primary responsibility was to encode accurate and error-free data and information from scanned airwaybills into the database. I was committed to completing all assigned tasks before the given time schedule expires and conducted self-audits to maintain the highest quality and accuracy of data.

**Encoder cum Customer Service | Part time - Intern** 2016-2018

National Bureau of Investigation - Marilao, Philippines

As an encoder, I am responsible in ensuring the accurate and efficient collection, organizing and management of data provided by client via filled-up forms. Responsible in addressing client inquiries and assisting in gathering essential information to provide exceptional customer service.

## CONTACT INFO

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Al Qusais, Dubai, U.A.E.

## EDUCATION

### Information and Communication Technology

2014 - 2016

Integrated College of Business and Technology

## SKILLS

- Visual Graphic Design
  - Adobe Illustrator
  - Adobe Photoshop
  - Flgma
  - Canva
- Social Media Marketing
  - Content Creation
    - Video Editing
    - Adobe Premiere Pro
    - Canva
    - Capcut
  - Planning
    - Development
    - Calendar and Scheduling
    - Strategy
    - Report and Analytics
- Communication
  - Excellent English
    - (Verbal and Written)
- Basic SEO Knowledge
- Leadership and Mentoring
- Problem Solving
- Operations and Management

## REFERENCES

- Available Upon Request