



Eireen Diokno-Bernardo

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CAREER QUALIFICATION:

International Affiliation —

- Certified E-commerce Education Specialist eBay.com and PayPal Ltd ., USA
- Business Consulting and Official Paypal Training Partner for the Philippines at Paypal LTD Singapore.
- International Speaker/ Corporate Trainer of Live Wealthier New York
- Export and Import Logistic Business Development Strategist. USA Warehousing Specialist at Send Mail Logistic California.

Local Affiliation —

- Product Evangelist for EON of UnionBank
- E-commerce Specialist/ Logistic Affiliate of Xend Express.
- Speaker/ Corporate Trainer Learning Curve Inc Philippines.

Own Businesses ---

- 14 years International Online Merchant Import/Export Retail Online Trading of Dekada Collectibles at eBay.com with www.dekada.asia as an official website.
- 6 years Philippine Art and Culture curator/ exhibit producer Dekada Arts Philippines
- 5 years official trainer for ecommerce education, online trading with eBay and Paypal.
- 2 years CEO/ Founder of www.ecommerce102.com

Professional/ Expertise/ Consultant ---

- E-commerce Business Consultant for online start-up entrepreneurs 10 years experience with more or less 450 operational SME set-up online (monitored).
- Feasibility, Business Planning, Financial Projection, Costing, RIO for start-ups and marketing plan.
- Online Market Research/ Online Market Movements Analytics Evaluation/ Product Test and Evaluation 2 years experience with 2 international companies, 3 Philippine base companies.
- Digital Marketing/ Brand Specialist/ Corporate Online Branding 4 years experience specialising on PPC/PPI/CPM, Social Search and Online Events/Marketing Campaigns.
- Lead Generations Through Research and Capture.
- Technology Application for Sales Conversion.

Application/Platforms:

Facebook Ad Manger and Power Editors.

Google Engage/Google Sponsor Ads/ Google Paid Impressions

SEO Plug-ins

Other Skills:

Website Development - IT Specialist for eCommerce Sites

API/ Payment Integrations/Shipping Plug-ins

Visual Arts-Medium Oil and Acrylic

Graphics with CS2-6/Video Editing and Basic Animation.

Reference:

Eric Lim ---- Owner/CEO ToyKingdom Celphone: 09175525125

Paula S. Josen ----- Senior Marketing Manager / Brand Specialist Union Bank 9448331

Leah B. Reyes ----- General Manager PinkBerry Philippines Celphone: 09175115285

Bjorn Pardo ---- CEO Xend Express bjorn@xend.com.ph

Robert Magat --- Owner LiveWealthier New York robert.magat@gmail.com

Leo Casino – Owner NorthEast BPO New York leo.casino@gmail.com

Dell Iglesia--- CEO Netpublika www.cloudpinoy.com New Jersey drigles@gmail.com

Heinz Bulos --- Learning Curve Inc/Money Sense Publication heinz@iluvlearning.com

Ollie Andal— Owner/ Gardening Bear 09228106721

Mercedes Samson --- Officer/ DTI Export Development Council chedsamson@gmail.com

Elsa Dela Paz Valenzuela --- Manager, Membership Department (PHILEXPORT)

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