



Rosanna Quejada Dañez

Sales and Marketing Professional

CONTACT

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AREAS OF EXPERTISE

- Sales and Marketing
- Information Drive
- Customer Service
- Project Management
- Budget Preparation
- Public Speaking

EDUCATION

Philippine Christian University

2011-2013

Master in Management, Major in
Public Administration

Pamantasan ng Lungsod ng Muntinlupa

2008-2009

Master in Business Administration
(Undergraduate)

University of Perpetual Help Delta System

2000-2004

Bachelor of Arts in Mass
Communication

PROFILE

A creative, highly organized and efficient professional with 21+ years of experience in sales, marketing and customer service. Highly adept at developing and managing budgets and meeting deadlines. Proven track record for creating innovative solutions and a strong sense of accountability.

WORK EXPERIENCE

CUSTOMER SERVICE EXPERT

Accenture - Verizon

April - July 2024

- Handle incoming calls and customer inquiries, identifying and addressing needs to ensure satisfaction.
- Assist customer with requests related to their benefits, coverage, new plans and renewal.
- Manage and monitor emails sent to customer for effective communication.

PROCESS EXECUTIVE

Cognizant - Molina Healthcare

August 2022 - January 2023

- Handle incoming calls and customer inquiries, identifying and addressing needs to ensure satisfaction.
- Assist providers with requests related to member benefits, coverage, prescriptions, prior authorizations, and follow-up transactions.
- Manage and monitor emails sent to providers for effective communication.

REGIONAL OFFICER / HEAD

Public Safety Mutual Benefit Fund, Inc.

December 2015 - October 2021

- Manage, direct and mentor a team of 15 Field Service Officers.
- Develop and implement creative strategies and campaigns to meet member's needs.

SKILLS

- Experienced in conducting information drives, presentations and managing teams
- Proven ability to manage projects on tight deadlines and within budget
- Possesses excellent communication, organizational and problem-solving skills
- Proficient in Microsoft Office (Word, Excel, Powerpoint), CRM, Hubspot, Salesforce, Prism, Citrix
- Well-versed in market and customer trends
- Excellent project management and team collaboration skills

TRAININGS AND COURSES ATTENDED

- Salesmanship Training - Talkshop
- Total Personality Development - South East Asia Speakers and Trainers Bureau, Inc.
- Customer Service The Extra-Mile Way! – Cole Hopkins Consultants
- The Success Paradigm (Work Attitude and Values Enhancement Program) - Hollistic Learning & Development Solutions Co.
- Effective Business Writing - BusinessCoach, Inc.
- Thought Management – MIND, Man in Nature's Design
- Total Personality Development - South East Asia Speakers and Trainers Bureau, Inc.
- Calming Upset Customers – HR, Public Safety Mutual Benefit Fund, Inc.

WORK EXPERIENCE

- Conduct Information Drives and Field Service Operation within Area of Responsibility.
- Plans schedule of FSO for the team to ensure well-organized activities.
- Manage and track operational fund and FSO budgets and timelines.
- Monitored and compiled daily production reports of loan availment and membership enrollment.
- Examined loan and claim application forms submitted by the members.

COMMUNICATIONS SPECIALIST

Public Safety Mutual Benefit Fund, Inc.

January 2013 - December 2015

- Strategizes and coordinates the distribution of information with PNP Agencies.
- Prepares and formulates communication to member's queries and requests.
- Prepares information kits and coordinates with Membership Supervisor for the dissemination of the same.
- Conduct Information Drive to various regions nationwide.
- Program Review and Analysis preparations.
- Monitor operational expenses of Marketing Department and Regional Extension Offices.
- Prepare and monitor General Fund vouchers and transact with Landbank for encashment, deposit and withdrawal of Department's operational budget.

SALES ASSISTANT

Public Safety Mutual Benefit Fund, Inc.

August 2004 - January 2013

- Promote PSMBFI's services and benefits to PNP personnel.
- Assist in improving service delivery and marketing strategies.
- Develop PR materials to highlight the benefits of PSMBFI's insurance plans and services.
- Create promotional content and coordinate with media for press releases and appearances.
- Conduct research on membership trends and prepare recommendations for growth.

HOBBIES AND INTEREST

- Employee Engagement Activities
- Music
- Travel
- Reading
- Baking

WORK EXPERIENCE

- Evaluate marketing campaigns and materials and provide reports on their effectiveness.
- Support program reviews, analyze operations, and manage departmental expenses.
- Handle financial transactions, including preparing vouchers and bank dealings.
- Draft official letters for membership termination requests.
- Process, record, and transmit membership applications.