



# IAN F. ATILANO

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Accomplished BPO expert anchored by 15 years of experience in B2B sales, marketing, business development and client relations. Strong sales professional skilled in management, customer service, account management, sales, and strategic planning.

## Work Experience

- **The Launchpad**

Southern Tourist Inn, 423 Villa Abrille St, Poblacion District, Davao City, 8000

- **Sales Manager**

January 2018 to September 2023

- In charge of supplying new accounts to Operations monthly
- Draft guidelines, sales process and customized proposals
- Identify ideal marketing model relative to industry and come up with a corresponding pricing structure
- Explore new business model and channels that are more relevant and effectively coordinate with the head of accounts for business development and upselling

- **Callbox Sales and Marketing Solutions**

9th Floor, Landco Corporate Centre, J.P Laurel Ave. Davao City 8000

- **Business Development Manager**

January 2017 to January 2018

- reconnect with previous clients to ignite interest in rebuilding partnerships through exclusive offers and programs
- provide post-campaign assistance to clients

- maintain constant support and communication with active and old clients for possible renewals
- Generate new businesses

- **Account Manager**

August 2016 to January 2017

- In charge of setting up marketing campaigns for new clients – build the list, draft marketing materials and proper training
- Implement and monitor campaigns to generate expected results
- Meet with clients weekly to discuss/troubleshoot campaigns to maximize results
- Ensure campaign renewals every month
- Upsell campaigns (seat or package)

- **Production Leader (Client Services)**

January 2016 to August 2016

- Monitor and balance agent to campaign ratio and monitor revenue per staff monthly
- Set department and team metrics and quota to meet monthly renewal forecasts
- Coordinate with the Account Manager in implementing new campaigns and strategize to deliver on all active campaigns
- Draft incentive scheme and SPIF for agents, team leaders and support to boost production and encourage healthy competition among department teams
- Coordinate with team leaders in troubleshooting challenging campaigns
- Report to the Operations Manager daily and to the CEO weekly

- **Team Leader – Inside Sales North America**

April 8, 2015 to January 2016

- Set guidelines, quota and metrics for all Inside Sales Representatives (Voice and Non Voice) to follow
- Devise strategy to meet lead volume and allocation required by Outside Sales Representatives
- Provide team support and monitor daily metrics
- Coordinate with Outside Sales Representatives for lead updates and results
- Update lead and revenue tracker everyday

- **Inside Sales Representative**

August 5, 2013 to April 7, 2015

- Generate qualified leads and set up qualified meetings for assigned Outside Sales Representative
- Make calls, do email and social media activity to connect with interested prospects
- Meet monthly set quota
- Adept at maximizing provided leadgen tools and steadfastly looking for other lead sources

- **Client Services Specialist**

August 12, 2012 to August 4, 2013

- In charge of running the actual marketing campaigns for clients
- Supervise callers and online support in reaching targets
- Coordinate with Account Manager and Production Leader for production and daily KPIs
- Coordinate with HR for manpower, agent movement, promotion and agent infractions

- **Outbound Sales Representative (Lead Generation and Appointment Setting/ Data Profiling)**

March 2010 to August 2012

- Represent clients and call potential B2B prospects
- Generate qualified leads
- Meet set monthly quota

- **Six Eleven Global Teleservices and Solutions**

Mabini cor. Araullo St. Davao City 8000

- **Outbound Sales Representative (Appointment Setting - Telemarketing)**

June 2008 to January 2010

- Represent clients and call potential B2C prospects
- Generate qualified leads
- Meet set monthly quota

## Educational Attainment

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- **AMA Computer Learning Center**

McArthur Highway, Matina, Davao City 8000

- Associate in Computer Graphics and Animation  
2013-2015

- **Zamboanga Peninsula Polytechnic State University**

R.T Lim Boulevard, Baliwasan, Zamboanga City 7000

- Bachelor of Science in Industrial Education
  - Major in Architectural Drafting Technology  
2004-2008

## Other Skills

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Audio and Video Editing

Content writing

Logo making

Brand conceptualization

Business planning

Microsoft Word, Excel and Powerpoint

Adobe Photoshop, After Effects, Audition

Autodesk Maya

Google Suite

## Affiliations/Trainings/Seminars/Organizations

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- UNICEF Champion for Children
- Call Center Training; JIB Zamboanga, Mein College Inc., San Jose, Zamboanga City
- Call Center Training; JIB Davao, Mabini St., Davao City
- HyperLink School Publication, AMA Computer Learning Center, Matina Davao City

## Contact Info

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