



CONTACT

- ✉ balot@callmegalot.com
- ☎ 63 917 866 7682
- 🌐 www.callmegalot.com

BUSINESS CERTIFICATIONS

- Accelerated Coach Training Program, Benchmark Consulting
- Certified Master Grief Coach
- Certified Associate Coach for Neuro-Linguistic Programming
- Certified Train the Trainer Coach
- Management Development Program, East West Banking Corporation
- Essentials of Project Management, East West Banking Corporation
- Handling Negotiations with Confidence, East West Banking Corporation
- Strategic Planning, Mansmith & Fielders
- Blue Ocean Marketing, Mansmith & Fielders
- Internet and Mobile Marketing, Ateneo Graduate School

ERNALOU AMECHACHURA-DEL ROSARIO

Marketing and Communications Professional
Life & Grief Coach | Mindfulness & Meditation Teacher
NAHA Certified Professional Aromatherapist
Master's in Developmental Psychology (candidate)

RELEVANT EXPERIENCE

Freelance Marketing Consultant

January 2020 to present

- Handles different brands for marketing strategy creation and implementation from consumer electronics, construction, travel, and FMCG industries
- Manages social media channels of clients
- Creates websites and other digital marketing initiatives (landing pages, lead generation pages, email marketing)

Certified Aromatherapist, Meditation and Mindfulness Teacher, and Life & Grief Coach

March 2019 to present

- Provides wellness workshops to corporate clients such as Unilab, Globe, Shiseido, SmarTrade, and Onsemi
- Launches and markets courses specific to different areas of expertise: aromatherapy and mindfulness & meditation

Senior Manager and Head, Portfolio and Product

China Bank Credit Cards | June 2018 to January 2020

- Concurrent head for product and portfolio management of credit cards handled
- Lead for cross-sell and retention projects for credit cards division
- Responsible for creating retention and usage campaigns for existing cardholder portfolio
- Ensured efficient and effective use of budget to achieve marketing and/or product objectives
- Managed long- and short-term plans for the products handled

Senior Manager, Product Management

EastWest Credit Cards | June 2015 to May 2018

- Lead for digital and mobile projects for the division including launch of online and mobile banking
- Responsible for creating acquisitions campaigns to increase cardholder base
- Responsible for creating different marketing promotions to increase usage of card products handled
- Ensured efficient and effective use of budget to achieve marketing and/or product objectives



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AFFILIATIONS

- International Director to the Philippines, National Association for Holistic Aromatherapy (USA)

WELLNESS TRAININGS

- Level 3 Aromatherapy Training, Essence of Thyme, *ongoing*
- Botanical Body Skin Care Certification, Aromatic Studies, *ongoing*
- Level 1 Animal Aromatherapy Certification, Ashi Aromatics, *ongoing*
- Certified Professional Aromatherapy Certification, Aromahead Institute of Essential Oil Studies
- Essential Oil Safety, Tisserand Institute
- AromaPsychology, Tisserand Institute
- Essential Oil Kinetics, Tisserand Institute
- Trauma-informed Aromatherapy
- Aromatherapy and Children, Franklin Institute
- Aromatherapy and Medicine of the Soul, Aromagnosis
- Listening to Incense, the Northwest School of Aromatic Medicine
- Certified Mindfulness & Meditation Teacher, School of Positive Transformation
- Certified Yin Yoga & Meditation Teacher, Medicafe Yoga Institute
- Certified Kids Yoga Teacher, Medicafe Yoga Institute
- Certified Prenatal & Postnatal Yoga Teacher, Medicafe Yoga Institute
- Reiki Master-Teacher Training

RELEVANT EXPERIENCE

Head of Corporate Communications, Canon Philippines April 2012 to September 2014

- Direct report to the President & CEO
- Managed advertising and promotions of the Canon brand to achieve higher brand equity which included management of traditional and non-traditional media as well as Canon's digital assets
- Executed different facets of public relations which included fostering relations with the press
- Managed corporate social responsibility programs through partnerships with other companies such as Operation Smile, Gawad Kalinga, Philippine Information Agency and the like
- Spearheaded own advocacy initiatives for Canon's social welfare and community building programs to achieve Canon's vision of giving back to the market that it serves
- Managed the planning and execution of various activations such as Partners' Night, company kick-off events among others

Head of Marketing, Canon Philippines January 2010 to April 2012

Senior Marketing Supervisor | July 2009 to December 2009

Marketing Supervisor | January 2009 to June 2009

Marketing Assistant | March 2007 to December 2008

- In charge of the marketing plan for digital cameras, digital SLR, camcorders and compact photo printers which contributed to 50% of total company revenue
- Responsible for creating marketing programs to achieve sales budgets for each product category to achieve No. 1 market share
- Managed trade marketing, training and events for the product categories handled
- Managed the quarterly, semi-annual, and annual sales growth and profitability of products handled
- Executed inventory management together with the Sales Team for products handled
- Monitored competition – pricing, advertising, promotions, trade efforts and merchandising



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REFERENCES

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RELEVANT EXPERIENCE

Marketing Assistant | Universal Robina Corporation

March 2006 to March 2007

- Responsible for creating 5-year marketing plan for C2 Lite including brand's promotional and advertising directions as well as financial feasibility
- Responsible for new product development for functional beverages specifically Bull Fighter and Nature's Harvest FAB
- Assisted and implemented directions for Refresh Water and Juice category
- Monitored competition – pricing, advertising, promotions, trade efforts and merchandising
- Planned the effective communication campaign for the products handled
- Implemented and evaluated product sponsorships and activations
- Responsible in creating on-premise (in-store) merchandising plans

Management Trainee, JG Summit Holdings, Inc.

May 2005 to March 2006

- Rotated under two business units under the JG Summit Group: URC Beverage and Digital
- Created project plans for the business units mentioned

EDUCATION

- Master's in Psychology, Major in Developmental Psychology
 - 2021 to present
 - Miriam College
- Liberal Arts and Commerce, Major in Mass Communications & Marketing Management
 - University of St. La Salle Bacolod
 - 2000-2005

SPEAKING ENGAGEMENTS

- From Striving to Thriving, Credit Management Association of the Philippines
- All About Grief, Employee Engagement Program, BDO
- Aromatic Self-Care, Unilab Philippines
- Aromatic Discovery, Press Launch, Shiseido Philippines
- The Power of Focus in Professional and Personal Lives, BNI Philippines
- From Striving to Thriving, National Conference, IT and Business Professionals Association of the Philippines
- Aromatherapy for Stress, Getz Pharmaceuticals
- Managing Difficult Conversations, Partner Engagement Program, Online Microsellers Cooperative, Inc.
- From Striving to Thriving, Employee Wellness Program, City of Manila
- Aromatherapy for Wellbeing, Employee Engagement Program, Globe Philippines
- Mental Armor, Building Strength, Employee Engagement Program, GenPact
- From Striving to Thriving, Employee Engagement Program, GenPact
- From Striving to Thriving, JCI Philippines and Kasuso Foundation
- Aromatherapy for Wellbeing, Employee Engagement Program, Onsemi Philippines
- How to Handle Difficult People, Employee Engagement Program, Kyndryl
- From Striving to Thriving, Employee Engagement Program, Kyndryl
- From Striving to Thriving, Employee Engagement Program, Distriphil
- The Power of Sleep, Employee Engagement Program, Canon Marketing Philippines
- From Striving to Thriving, Employee Engagement Program, Canon Marketing Philippines
- Self-Care for Women, Colegio De San Juan De Letran
- Aromatherapy for Kids, Medica Yoga Institute
- Aromatherapy for Pregnancy, Medica Yoga Institute
- Following Your North Star, Belle De Jour Philippines
- Aromatherapy for Schoolchildren, CDL Naturals
- Aromatherapy for the Working Women, CDL Naturals
- Aromatherpy and Hilot, CDL Naturals
- Aromatic Self-Care. SmarTrade Philippines
- From Striving to Thriving, Allianz Philippines

OTHERS

- Author, Lost But Found
- Writer and Contributor, Smart Parenting, 2018-2020
- Featured in Philippine Daily Inquirer, Mother's Day Special, 2019

