

Gene Patrick Pamintuan

BUSINESS DEVELOPMENT · DIGITAL MARKETING · E-COMMERCE & AUTOMATION

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➤ gene-portfolio.pages.dev

■ PROFESSIONAL SUMMARY

Results-driven Business Development and Marketing professional with 7+ years across B2B and B2C environments in Southeast Asia. Proven track record driving revenue growth, expanding market presence, and managing key accounts — with a strong layer of marketing automation and e-commerce operations (Salesforce, data analytics, UI Vision & Excel VBA). Builds the tools, runs the strategy, and ships the automation that ties them together.

■ CORE SKILLS

Business Development	Strategic Planning · B2B Sales · Key Account Management · Partner Acquisition
Digital Marketing	E-commerce (Lazada / Shopee / Shopify / Temu) · SEO/SEM · Campaign & Social Media Management
CRM & Sales Tools	Salesforce · LinkedIn Sales Navigator · ZoomInfo · Zendesk
Automation & Data	UI Vision · Excel VBA · Google Suite · Microsoft 365 · Analytics
Marketing & Design	Hootsuite · Canva · Facebook Ads · Photoshop · Premiere

■ EXPERIENCE

Business Owner — VBOSPH (E-commerce) Sep 2023 – Present

- Manage and optimize seller accounts on Shopify, Shopee, Temu, and Lazada — store setup, listings, and maintenance.
- Design storefronts and product visuals to improve brand consistency and conversions.
- Automate account-management tasks with UI Vision and build Excel VBA automations for financial audits and inventory.
- Handle outright and consignment account acquisition via Google Forms and cold calling.

Regional Business Development — Grab Southeast Asia Apr 2022 – Sep 2023

- Acquired and managed a portfolio of key B2B accounts in the financial sector, achieving 120% of the Q2 sales target.
- Generated a pipeline of 50+ qualified leads per quarter via LinkedIn Sales Navigator and targeted email campaigns.
- Used Salesforce for tracking and Google Sheets for analysis, improving forecast accuracy by 15%.
- Streamlined client onboarding and support with Zendesk, reducing average response time by 20%.

Online Marketing Specialist — The Middle PH Jun 2019 – Apr 2022

- Built and managed all listings and campaigns for 3 flagship brands on Lazada and Shopee, growing online sales 35%+ in 12 months.
- Analyzed web and sales data to optimize spend, cutting cost-per-acquisition (CPA) by 25%.
- Scheduled 200+ social posts via Hootsuite, growing combined follower count by 10,000+.

Online Marketing Assistant — Sugarskins / Vineyard / Sugarfrostings Jun 2017 – Jun 2019

- Launched and managed multi-channel campaigns across email, social (Hootsuite), and SMS.
- Tracked performance in Excel for data-driven adjustments; expanded reach by moving listings to Lazada and Shopee.

Marketing Associate — SMS Philippines Healthcare Solutions Mar 2016 – Apr 2017

- Drove brand awareness and market entry through targeted hospital events, product sampling, and orientations.
- Led client meetings and product training, presenting company services to key stakeholders.

Full portfolio with live work samples → [gene-portfolio.pages.dev](#)