

# MYE A. PALMIANO



## Profile

Innovative Marketing leader with 17 years of experience delivering exceptional marketing campaigns, content and collateral based on established and innovative strategies. Results-oriented and collaborative professional bringing expertise in brand management. Detail-oriented, attentive and decisive leader.

## Work Experience

July  
2018 -  
Jun.  
2024

### **BDO UNIBANK INC. - JUNIOR ASSISTANT MANAGER / MARKETING OFFICER** **NAGA CITY, PHILIPPINES (BRANCH BANKING GROUP)**

- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.
- Increased brand awareness by implementing targeted marketing campaigns and strategies.
- Defined and tracked campaign effectiveness and adjusted strategies accordingly.
- Led creative brainstorming sessions that resulted in innovative ideas for promotional projects.
- Created engaging content for email marketing campaigns, increasing open rates and conversions.
- Perform thorough Customer Due Diligence (CDD) on prospects to assess and mitigate potential risks
- Assist with regulatory audits and inspections

May  
2016 -  
June  
2018

### **RCBC SAVINGS BANK. - RELATIONSHIP MANAGER / ASSISTANT MANAGER** **NAGA CITY, PHILIPPINES**

- Working closely with sales and marketing teams to boost profitability and customer satisfaction
- Identifying opportunities for business growth.
- Resolving customer complaints.
- Building and maintaining positive relationships with customers.
- Ensures maintenance of good relationship with existing and potential clients; Set-up implementation of facilities and generate requisite volume of SME loans while maintaining good quality portfolio and monitor of maturing accounts for renewal.
- Market and coordinate with other branches the New Loan Applications and potentials client

JUNE  
2008 -  
MAY  
2016

### **BDO UNIBANK INC. - JUNIOR ASSISTANT MANAGER (LOANS OFFICER)**

- Responsible for assisting the Account Officer (AO) in attending to the daily / routine needs and requirements of corporate/ commercial accounts in a responsive and timely in compliance with the Bank's policies, procedures and CORE values.
- Maintains a daily record/tickler of maturities for each account- Promissory notes, Term Loan amortizations, Trust Receipts (TRs), forward contracts, and others monitoring purposes.
- Coordinates with client's requests for and timely submission of documentary and compliance requirements.
- Prepares the instruction sheets for Loans, LC Openings, Import Bills (IB) / Trust Receipts (TRs) subject to checking/approval by the Account Officer for dissemination to concerned units like Loans, Trade Services Dept. Including Treasury for funding.
- Prepares draft of Credit proposals (CP); Quick Credit Proposals (QCP) for the Case-to-Case transactions.

May  
2007 -  
May  
15,  
2008

### **EASTWEST BANK CORPORATION (LOANS ASSISTANT)**

#### **Makati City Philippines** **(Branch Banking Group)**

- Monitoring of the division's schedule of maturities / repricing.
- Handling of day-to-day transactions (Loans Releases, LC Openings, Loan Repricing, Interest payments, among others).
- Preparation and facilitation of various documentary requirements for GTC, LMA, DBP, among others.
- Various reports and tasks, which may be required from time to time.

#### **Legal Department (Legal Staff)**

##### **(Legal Department)**

- Doing secretarial work like drafting of simple forwarding letters, filing supplies requisition issuance and control, placing calls, etc.
- Requisition and liquidation of checks necessary for the payment incurred during foreclosures.
- In charge of receiving / logging of incoming and outgoing documents.
- Prepares notice of garnishments and forward it to all branches of the Bank.
- Examines completeness of documents and required identification proof stamps and logs information for notarization Bank
- documents and other legal papers/ documents.

April  
2006 -  
May  
2007

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Dubai UAE

## Education

**Ateneo De Naga University, Naga City,  
Philippines**  
**Bachelor of Science in Marketing - April  
2000 - 2004**

## Personal Info

- Name: Mye Ansay Palmiano
- Birthdate: May 2, 1984
- Birthplace: Philippines
- Marital Status: Single

## Expertise

- Communication skills
- Problem- solving
- Resilience
- Time Management
- Adaptability
- Technical proficiency
- Relationship building
- Customer Relationship Management

## Language

English