**MARIA ISABEL L. CONCEPCION, MBA**

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###### Executive Summary

Highly self-motivated, curious and excellence-driven **Master in Business Administration** graduate, Project Manager, Social Media Specialist and Instagram Microinfluencer with 27 years of business experience in diverse industries.

###### SKills validated proficient by Indeed Assessments

Analyzing data; Attention to detail; Management & Leadership Skills: Impact & Influence and Planning & Execution; Marketing; Project timeline management; and Social media

###### Work Experience

PRESIDENT/CEO, OWNER, Uniforms Express Sewing and General Merchandise, Naga City, Philippines, January 2005 to present (18 years)

Since 2005, providing basketball, school and office uniforms to students and professionals in the Camarines Sur area.

* Created and grew the Uniforms Express’ Facebook business page to 7,000 fans.
* Preferred uniform service provider of the Ateneo De Naga University (AdeNU).
* Beneficiary, Small Enterprise Technology Upgrading Program (SET-UP), Department of Science and Technology (DOST) – Camarines Sur, 2020

SENIOR MANAGEMENT CONSULTANT AND SOCIAL MEDIA MANAGER

Prime Digital Print Center, Naga City, Philippines, June 2011 to present (12 years)

The first printing company in the Bicol Region to use digital printing, aside from offering more traditional, conventional printing.

* Grew the Prime Digital Print Center Facebook business page to 5,800 fans.

PHILIPPINE DELEGATE, ASEAN Printing Industry: Partnering for Change, Engaging the World, 50 Manila, 2017

PHILIPPINE DELEGATE, Druck und Papier (DRUPA), Philippine Center for Print Excellence Foundation (PCPEF), Inc., Dusseldorf, Germany, May 29-June 5, 2016

MARKETING CONSULTANT AND SOCIAL MEDIA MANAGER

* Developed marketing strategy and created the marketing plan through market research, marketing planning, execution and monitoring
* Grew the Naga City Montessori Facebook business page to 14,000 fans.

EXECUTIVE ASSISTANT TO THE PRESIDENT, 2018 to present

* Speech, internal and external business communication writing

MEMBER, BOARD OF TRUSTEES, November 2002 to present

Naga City Montessori School, Naga City, Philippines (21 years)

The first Montessori School in the Bicol Region, since 1988. Educates preschool to junior high school students. Accredited with the Department of Education (DepEd).

###### Educational Background

DOCTOR OF PHILOSOPHY, MAJOR IN BEHAVIORAL MANAGEMENT (PH.D.) (in progress), January 2023 to present

* Member, League of Doctorate Students

MASTER IN BUSINESS ADMINISTRATION (MBA), September 2021 to December 2022

* Overall General Weighted Average (GWA) of 1.10 on a 1.0 scale.

University of Nueva Caceres, Naga City, Philippines

###### Professional Certifications

SEO CERTIFIED, Hubspot Academy, Valid from: July 21, 2023 to August 19, 2025

INBOUND CERTIFIED, Hubspot Academy, Valid from: July 8, 2023 to Aug 8, 2025

DIGITAL MARKETING CERTIFIED, Hubspot Academy, Valid from: July 5, 2023 to August 3, 2024

SOCIAL MEDIA CERTIFIED, Hubspot Academy, Valid from: June 27, 2023 – July 26, 2025

GOOGLE PROJECT MANAGEMENT: PROFESSIONAL CERTIFICATE (in progress, 5 of 6 modules completed), Coursera, June 2023 to present

1. Foundations of Project Management, 18 hours, 98.28%, June 15, 2023
2. Project Initiation: Starting a Successful Project, 21 hours, 99.15%, June 16, 2023
3. Project Planning: Putting It All Together, 29 hours, 93.20%, June 19, 2023
4. Project Execution: Running the Project, 26 hours, 90.52%, June 27, 2023
5. Agile Project Management, 25 hours, 92%, June 29, 2023

###### Personal Project

Initiated, expanded and continue to develop my brand on social media platforms to support my work:

* Facebook: 2,100 friends, 723 followers; Created August 13, 2007
* Instagram: 3,500+ followers; Created Feb. 03, 2013
* LinkedIn: 323 connections; Joined July 12, 2011
* Pinterest: 1,700 followers; Joined 2011
* Twitter: 207 followers; Joined April 2011

###### Membership in Professional Organization (Volunteer/Pro Bono)

CAMARINES SUR CHAMBER OF COMMERCE AND INDUSTRY (CSCCI) (4 years)

A professional non-profit organization for people doing business in the province of Camarines Sur.

* Excellence Award, Camarines Sur Chamber of Commerce and Industry, Villa Caceres Hotel, Naga City, January 20, 2023
* Chairperson, Bicol In Business newsletter, February to December 2022
* Board Secretary, January to December 2021
* Presidential Award, Camarines Sur Chamber of Commerce and Industry (CSCCI), Naga City, January 28, 2021
* Board Member, Board of Trustees, January to December 2020
	+ Created two (2) committees: Economic Development and Government Affairs (EDGA) and the Women in Business, June 2020
	+ Created a project proposal for the 3rd Bicol e-Agri Summit
* Presidential Award, Camarines Sur Chamber of Commerce and Industry (CSCCI), Baao, Camarines Sur, February 7, 2020