

JOEL PADIERNOS

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📍 Davao City Philippines

ABOUT ME

I am a results-oriented retail professional with a solid foundation in Marketing Management. By combining my academic background in market strategy with hands-on experience as a Store Manager and Supervisor, I offer a unique perspective on driving sales and enhancing the customer journey. I pride myself on my advanced computer literacy and ability to implement digital marketing initiatives that translate into measurable store growth. I am a leader who doesn't just manage operations; I leverage data and strategic communication to build high-performing teams and a loyal customer base.

EDUCATIONAL ATTAINMENT

Holy Cross of Davao College / 2022

Bachelor of Science in Marketing Management

CORE COMPETENCIES

- Leadership: Team Mentorship, Staff Training, Conflict Resolution.
 - Operations: Inventory Control, P&L Oversight, POS Systems.
 - Digital: Social Media Strategy, Data Analysis, Content Marketing.
 - Technical: Advanced Microsoft Office, Retail Software, Digital Tools.
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PROFESSIONAL EXPERIENCE

Senior Cashier | ExpressChoice Convenience Store | 2020 - 2022

- Managed high-volume cash transactions with 100% accuracy and oversaw daily vault reconciliations.
- Acted as the primary point of contact for resolving complex customer disputes and technical POS issues.
- Trained and onboarded new cashiers on store policies, speed-of-service targets, and loss prevention.

Store Manager / Supervisor | ExpressChoice & Trucking | 2022-2026

- Directed daily store operations, ensuring peak performance across sales, inventory, and customer service.
 - Supervised and mentored a team of 10 staff members, conducting training sessions that improved service standards.
 - Integrated Marketing Management principles to launch localized Digital Marketing campaigns, increasing store foot traffic.
 - Leveraged computer literacy to manage complex POS data, generate sales reports, and streamline inventory tracking.
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Technical Skills

- Logistics & Supply Chain: Trucking Solutions Management, Route Optimization, Freight Tracking.
- Software: Microsoft Excel (Advanced), CRM Tools, Trucking/Logistics Management Systems (TMS).
- Marketing Tools: Facebook Business Suite, Google Analytics, Canva.
- Retail Tech: POS Systems, Inventory Management Software.