



## **MABELLE C. NATIVIDAD**

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### **CAREER OBJECTIVE:**

**MARKETING:** Seeking a position in public relations where I can contribute my communication, advertising, writing skills, to achieve organizational goals.

**ACCOUNTING:** To engage in a career that will allow for progress in terms of expertise, socio economic development, and innovation through exposure to new ideas for professional growth, as well as the growth of the company.

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### **WORK HISTORY:**

**Mumzworld- E-Commerce Industry**  
**June 9, 2020 up to present**

#### **Position: Commercial Partnership & Management Executive**

- Coordinate with various clients for the creatives for Commercial Ad campaigns
- Coordinate with Mumzworld Team, Marketing, Social Media, Designers, Buyers, Logistics & Accounting
- Preparing and Checking the creatives before sending to Designers for Paid Ads Banners (Homepage Banner, Social Media Channel Post, Emailer, Push Notification, Micro Blogger
- Checking Booking Order and Preparing Invoice for client for Paid Ads Campaign
- CTR for Homepage Banner in Google Analytics, Emarsys for Mailer and Push Notification and Magento RJ Metrics for Sales Report
- Prepare Reports, screenshots Ads in all channels, with Clicks, Impressions and Sales Report
- Update Brand Store for every client listed on Mumzworld using Magento System

**Saudi Research & Publishing Co. (Magazines-Sayidaty, Al Jamila, Hia)**  
(April 24, 2017- May 3, 2020)

**Position: Marketing Executive**

- Dealing with sponsors for Barter Deal and Paid Ad to feature their brands in our Magazine.
- Coordinating with events organizers to be part of any events as media partner.
- Dealing with TV stations such as Al Aan TV(Zee Aflam/Alwan)/Rotana/MBC/MTV.
- Doing PR work in any events to search for possible partnership with the magazine
- Preparing invoice for payment (Marketing Expenses)
- Coordinate with editors for the articles to be featured in our weekly/monthly/quarterly magazine
- Arrange materials for digital Ads for online and social media posting

**ENQUEST GLOBAL LTD(Oil & Gas Based in UK)**  
(June 20, 2016 to Jan. 28, 2017)

**Position: Accounts Payable Specialist**

- Processing and Validation of Invoices for payment
- Identifies problem areas, offers solutions, follow up communication and closure of issues
- Verify bank details of new vendors by calling before processing the payments
- Perform payment run for due invoices
- Email response handling
- Monitoring of Accounts Payable Aging

**EMERSON PHILIPPINES**  
(April 4, 2011 to Jan 15, 2016)

**Position: Accountant/Accounts Payable**

- Resolving problems associated with processing of invoices.
- Responding to all vendors, BU's inquiries with payment, invoice status and collection.
- Accounts Payable Transfer to General Ledger- thrice a week
- Performs month-end closing (ADI allocation, Schedules-AP Employee & AP Trade)
- Assist in the processing of team's workload when needed.
- Assists customers in handling, servicing, follow-up, communication and closure of issues.
- Generated financial statements and facilitated account closing procedures each month.
- Identifies problem areas, offers possible solutions and escalates to line leaders when necessary.
- Actively participates in team activities and initiatives.
- Serves as back-up for next level similar correlated function for business continuity.
- Provides work direction and guidance to junior employees when needed.
- Processing of invoices for vendors and employees.
- Reconciliation of Supplier
- Tax Professional Fees (Quarterly-send to Hongkong)
- Accounts Payable Module Closing (monthly)

- Mini Orientation for On Boarding Employees
- Supervised invoice processing, purchase orders, expense reports, credit memo and payment transactions.

#### **FIRST PACIFIC ASIA**

(Oct 2009 to February 2011) Real Estate Company

Position: Accountant/Administrator

#### **GURANGO SOFTWARE**

( January 2009 to Aug 2009) IT Company

Position: Accountant-Accounts Payable/Accounts Receivable

#### **MAGSAYSAY GROUP OF COMPANIES**

Travel People Ltd. Inc. / Sun Cruises Inc.

( September 2005 to September 2008) Shipping Company

Position: Accountant-Accounts Payable, Accounts Receivable

#### **PRIMUS FINANCE & LEASING COMPANY**

(Feb 2005 to Jul 2005)- Leasing Company

Position: Accountant-Accounts Payable

#### **BUSINESS PROCESSING COMPANY(BPO)- Del Monte Philippines**

(Jun 2004 to Jan 2005) - Outsourcing Company

Position: Accountant-Accounts Payable

#### **LOREAL PHILIPPINES**

(Mar 2003 to April 2004)- Beauty and Skin Care Company

Position: Accountant-Accounts Payable

#### **MEGAWORLD CORPORATION**

(July 2002 to March 2003) - Real Estate Company

Position: Accounting Assistant-Accounts Receivable

#### **BANCO DE ORO UNIVERSAL BANK**

(August 2001 to Jun 2002) Banking Corporation

Position: Accounting Clerk 2

#### **SKILLS & INTEREST:**

I am fluent in both written and oral English and Filipino. I am also knowledgeable in the following software programs: Microsoft office, Data Base, ACCPAC, Amadeus Harmony, MYOB, SAP, KOFAX, MAXIMO, ORACLE, SUN, MAGENTO, RJ METRICS, EMARSYS, GOOGLE ANALYTICS. My interests include dancing, baking, traveling, and sports. I consider myself creative, organized and always willing to learn, can work with less supervision and a fast learner.

#### **SEMINARS & TRAINING**

- English Proficiency (Intermediate 5 days session)- August 2012
- Collaborating for Success- Nov 8-9, 2012
- Improving Personal Productivity Workshop- Nov 25, 2013
- Effective Presentation Skills- Jan 15 & 22, 2014
- The 7 Habits of Highly Effective People- Feb 27, 2015

- Professional Business Communication- Jun 22-23 & 29, 2015
- The Retail Summit Conference ( Feb 2017)- Atlantis The Palm Dubai UAE
- Digital Summit Conference ( October 2018)- Jumeirah Madinat Dubai UAE
- Summit Tolerance( Nov 2019)- Jumeirah Marinat Dubai UAE
- Events Attended as Media Partner- Bride Show/BeautyWorld Dubai UAE

**Educational Background:**

B.S. Accountancy  
Major in Accounting

Philippine School of Business Administration  
Aurora Boulevard Cubao Quezon City  
S. Y. 1997-2001

B.S. Commerce

Lyceum Dagupan  
S.Y. 1995-1996