

# Fortune Hubert Manogura

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📍 Davao City, Philippines 8000

Highly accomplished and results-driven professional with a proven track record of success in Business Development, Sales, and Marketing within the insurance industry for over 12 years. Complemented by a versatile background in Accounting, Bookkeeping, and Audit, I bring a unique blend of expertise to drive business growth and operational excellence.

In addition to my insurance industry experience, I have been actively engaged in freelance digital marketing and project management since 2008. My passion for leveraging the power of technology and data-driven insights has allowed me to create impactful digital marketing campaigns and efficiently manage projects to deliver exceptional results for diverse clients. I have handled projects for affiliate and influencer marketing, email marketing social media marketing, website design and development, ecommerce and project management for digital marketing strategies.

## Work Experience

### Assistant Vice President Business Development & Management

Pioneer Insurance & Surety  
Corporation  
Pioneer Life Inc.

December 2014 – Present  
Started as Agency Development  
Manager and promoted after 2 years  
as AVP for Business Development.

- Setting goals and developing plans for business and revenue growth.
- Researching, planning, and implementing new target market initiatives.
- Identify potential clients in the target market and complete appropriate research on the prospective client's business needs.
- Pursuing leads and moving them through the sales cycle.
- Developing quotes and proposals for prospective clients. Develop relationships with prospective clients, while maintaining existing client relationships.
- Setting goals for the business development team and developing strategies to meet those goals.
- Become a subject matter expert on our business products, processes, and operations, and remain up-to-date on industry news. Training business development staff and attending conferences and industry events.

### Director of Sales & Marketing Pinnacle Hotel & Suites Davao

December 2011 – December 2014

Full-time – 40 hours/week

- Promoting the company's existing brands and introducing new products to the market.
- Analyzing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals.
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Gathering, investigating, and summarizing market data and trends to draft reports.
- Implementing new sales plans and advertising.
- Recruiting, training, scheduling, coaching, and managing marketing and sales teams to meet sales and marketing human resource objectives.
- Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.
- Staying current in the industry by attending educational opportunities, conferences, and workshops, reading publications, and maintaining personal and professional networks.

### Senior Auditor AMA Computer College AMA Education System Inc.

May 2019 – November 2011

Full-time – 40 hours/week

- Develop audit objectives, plans, and scope by reviewing available information and conducting research.
- Help design, implement, and maintain internal audit procedures and risk assessment processes.
- Prepare audit findings, write audit reports, and develop recommendations.
- Ensure compliance with all applicable plans, policies, and standards.
- Stay current on industry trends, and best accounting and audit practices.
- Ensure the accuracy of financial information.
- Follow up on audit recommendations.

### Audit Manager & Bookkeeper Romero Accounting & Auditing Firm

April 2006 – March 2009

Full-time – 40 hours/week

- Develop audit objectives, plans, and scope by reviewing available information and conducting research.
- Help design, implement, and maintain internal audit procedures and risk assessment processes.
- Prepare audit findings, write audit reports, and develop recommendations.
- Ensure compliance with all applicable plans, policies, and standards.
- Stay current on industry trends, and best accounting and audit practices.
- Ensure the accuracy of financial information.
- Follow up on audit recommendations.

# Digital Marketing Projects Online and Freelancing Consultations

## 2009 – Present

### Digital Marketing Operations Head

Conibee Asia PTY LTD  
Singapore-based eCommerce  
2018 – Present

### Senior Project Manager

Monetized Marketing  
Outsource Your Traffic  
Florida USA  
2014 – 2018

### Virtual Assistant

TechElite LLC  
DSTech Consulting  
Charles Correia Inc.  
2008–2014

- Project Management, includes recruitment of new Virtual Assistants to be part of the project.
- Strategic planning & data analysis. Product research & development.
- Search Engine Optimization. Affiliate Marketing, Email Marketing & Media Buy, and Content creation.
- Handles a Team of project managers who is doing Amazon Listing Optimization. Handles the support group such as web developers, designers, and virtual assistants.
- Monitor all tasks of the Team and create Amazon Listing Optimization Program. Strategic planning & data analysis. Product research & development. Search Engine Optimization, and Content creation.
- Manage Various internet marketing projects online. Handle a team of 10 people who do website building, SEO, Social Media marketing, PPC campaigns, Google AdSense & Ad words.
- Assistant to CEO & Owner, Online researching, Help develop/form web development team in the Philippines, Conduct several application process, doing some interviews.
- Loan Modification Process. Make Income Summary (USD) Call bank and Mortgage companies for Loan modification. Prepare Financial Statements for US clients. Conduct research for loan modification.

## Education History

**2002 – 2006 Bachelor of Science in Commerce  
Major in Management Accounting**  
Saint Vincent's College, Dipolog City  
ECA WES 5356440IMM – 17/02/2022

**June 2022  
On-Going**

**Master in Business Administration  
Accelerated Program for Executives**  
Ateneo de Davao University

## My Skills

### PROFESSIONAL

- Accounting & Finance
- Financial Planning
- Life & Gen Insurance
- Sales & Marketing
- Business Development
- Digital Marketing
- Project Lead & Management
- Website Development
- Graphics Creation
- Email Marketing
- Social Media Marketing
- Affiliate Marketing
- SEO & eCommerce
- Product Banding
- Product Development
- Hiring & Recruitment
- Training & Development

### PERSONAL

- Computer Skills
- Strong Leadership Skills
- Business Process Improvement
- Project Management
- Strong Communication Skills
- Presentation Skills
- Collaboration & Teamwork
- Interpersonal Skills
- Problem-Solving
- Time Management
- Strategic Planning
- Conflict Resolution
- Administrative Skills
- Negotiation
- Adaptability

### LENGTH OF EXPERIENCE

- 17 years in Accounting & Finance
- 14 years in Online Internet Marketing & Digital Marketing
- 12 years in Financial Planning
- 11 years in Business Development
- 11 years in Sales and Marketing
- 10 years in Project Management
- 9 years in Agency Sales Recruitment
- 3 years in Hospitality
- 2 years in Teaching
- 2 years in Banking