

Nicanor Calado Satur Jr.



A motivational speaker, trainer, teacher and marketing management enthusiast. Nic takes pride in being the youngest academic advisor of marketing management department of a university in Laguna, Philippines. As a Revenue Optimizer Consultant, he has guided authors, public speakers, politicians, businesses and professionals to increase sales and achieve their business goals by helping them identify the best marketing, branding and social media strategies.

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Work Experiences

REVENUE CONTENT SPECIALIST

Digital marketer, Ghostwriter,
 Copywriter and Content creator
 February 2016 - Present

REVENUE OPTIMIZER CONSULTANT

2015 - Present

PUBLIC SPEAKER/ FACILITATOR

2015 - Present

SENIOR ACADEMIC ADVISOR

Colegio de San Juan de Letran Calamba
 School of Business Administration
 and Accountancy
 October 2011 - October 2015

PROFESSOR/ FACULTY

Colegio de San Juan de Letran Calamba

School of Business Administration
 and Accountancy

June 2011 - October 2011

FREELANCE EVENTS ORGANIZER

PROJECTS: 2004-present

- Philippine Association of the Philippines Conference 2019
- Lucky Me NamNam
- Megatrends in Culinary Arts
- Philippine Marketing Summit
- Philippine Business Expo
- Steel and Skin 1 & 2
- Bulaklak Rock
- Panagbenga
- Strawberry Festival
- Ms Baguio 2005

MARKETING DIRECTOR

Australian Visa Consultancy Services
 September 2010 – April 2011

MARKETING MANAGER

Education Centre of Australia
 June 2009 - August 2010

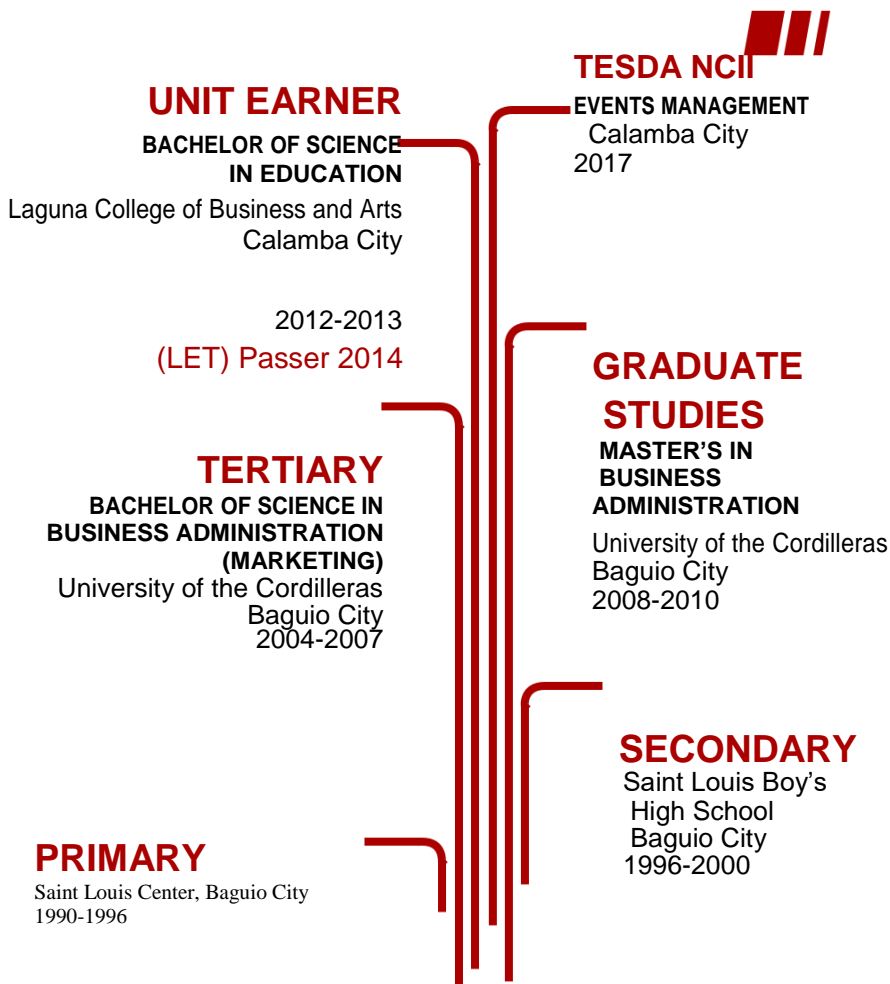
SOCIAL MEDIA MARKETER

Bridging Gaps Consultancy Services
 February 2008-April 2009

Skills



Educational Achievement



Job Description

REVENUE CONTENT SPECIALIST

2016-PRESENT

Being an MBA graduate and a professor in business, research, content creation, and business strategies are my expertise. My comprehensive knowledge of research, marketing, and business best practices help my clients achieve their ultimate business and personal goals. By creating engaging contents & techniques that converts their target market to paying customers help them increase their online presence and improve their revenue line.

Services offered since 2016

- Web content & Copywriting
 - Ghostwriting for Blogs, Articles, eBooks
 - Research works
 - Social Media Management and content creation
 - Social Media Plan
 - Digital marketing
 - Marketing & Branding strategies
 - Strategic Planning
 - Business Continuity Planning
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REVENUE OPTIMIZER CONSULTANT

2015-PRESENT

With 10 years of experience as an entrepreneur and 6 years in the academia I offer professional management consulting services focusing on our clients' most critical issues and opportunities. I collaborate with my client in understanding the struggles they have and together we create a sustainable strategy to increase sales and improve revenue.

PUBLIC SPEAKER/ MOTIVATIONAL SPEAKER/ TRAINER

2015-PRESENT

My experience as an educator, entrepreneur and speaker equip different organizations address their needs and empower corporate individuals and businesses to achieve their specific goals, ultimate productivity, and career growth. I also help schools equip their students with real-world knowledge and skills to prepare them to excel in their chosen careers through my customized trainings and seminars.

TEAM STORMING FACILITATOR

2017-PRESENT

Team Storming is a team building model that combines games, activities, brain storming and lectures. Using Tuckman's Group Development Stage as a model for building a better team, I believe that teams don't just happen, they need to be built. As a facilitator I assist the clients to discover and implement the team building ideas and activities that can provide them build a better team. My passion for teaching, enthusiasm combined with well-strategized activities will surely result to an entertaining and challenging team building.

The five consistent stages of group development are the ff:

1. Forming
 2. Storming
 3. Norming
 4. Performing
 5. Adjourning
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SENIOR ACADEMIC ADVISOR /CLUSTER CHAIR

COLEGIO DE SAN JUAN DE LETRAN –CALAMBA

OCTOBER 2011- OCTOBER 2015

In June 2011-October 2011 I was a faculty at the Colegio. After 1 semester of teaching I was promoted to become the cluster chair or senior academic advisor. I handle three programs, Bachelor of Science in Human resource management, Bachelor of Science in Marketing Management and Bachelor of Science in Accountancy. I work with the Dean to assist with management of College Staff, multi-varied administrative duties of the office, and other necessary tasks associated with the daily operation of the College. Like all positions throughout the College, I support the cohesive team of students, faculty and staff serving the educational and research mission of the Colegio. Some of my task includes the ff:

- Assist the Dean to write proposals policies and other reports
- Create academic developmental activities for faculty and students
- Ensure that the college will pass all accreditations internal and external
- Conduct interdisciplinary research
- Plan and implement college activities
- Develop and maintain strategic partnerships and relationships with companies, industry practitioners, parents and the school community

FACULTY/ PROFESSOR

COLEGIO DE SAN JUAN DE LETRAN –CALAMBA

JUNE 2011- OCTOBER 2011

As a faculty member I prepare lesson plans and maintain standard teaching quality for every class. I make sure that all topics are up-to date and relevant both in the industry and academe. Combining my industry experience and academic expertise I was one of the best faculty members the colegio has ever had.

FREE LANCE EVENTS ORGANIZER

January 2002- Present

During special occasions and if my services are required, I conduct events may it be concerts, product launching, weddings, debut, theatrical shows or pageant's. I am in charge of planning, coordinating, venue sourcing, ticket selling, talent sourcing, implementing and control of the goals and plans agreed upon. I co-founded Satur Events management & marketing solutions which is a company conducting workshops and trainings for corporate and the academia.

Major Projects: Lucky Me NamNam Product Launching, Philippine Marketing Summit, Bombo Radyo Concerts, Philippine Business Expo, Megatrends in Culinary Arts, Southern Luzon Leadership & Marketing Summit, Letran Calamba Business Leadership & Marketing Conference, Bulaklak Rock, Panagbenga festival, Strawberry Festival, Ms Baguio 2005, Adivay ni Banda, Sandasos. Depending on the requirement and specification client needs some of my responsibilities and accountability as an event organizer or coordinator are as follows:

- In charge of securing necessary permits and licenses for the event proper.
 - Acquire major and minor sponsors as well as offer and present terms and conditions for the sponsorship.
 - Ticket sales or Target Market Generation
 - Publicity and promotion
 - Crowd control and security of staff, crowd, guests/VIP as well delegates
 - Provide Talents (dancers, musicians, models, Theater actors, public speakers, trainers etc.)
 - Lights and Sounds
 - Stage Installation and Set-up
 - Vehicles for Transportation or Motorcade
 - Hotel Reservation and transients for guests and or clients
 - Catering
 - Tables and Chairs as well as seat covers and table cloths
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MARKETING DIRECTOR

AUSTRALIAN VISA CONSULTANCY SERVICES

Sept 2010 – April 2011

In charge of all marketing activities of the company from analyzing, planning, implementation and control. I am in charge of the strategies and tactics to increase sales, brand recognition and ensure high rate of customer satisfaction. Some of my tasks include the ff:

- Promote the organizations presence in the community and online by participating in community functions as part of the company's CSR and Brand equity programs
- Manage and maintain the website and social media content and online presence
- Organize marketing and promotional events to increase brand recognition and customer engagement
- Create push and pull marketing strategies
- Develop and implement marketing plans
- Implement and manage marketing strategies and evaluate existing practices, tactics, advertisements
- Track all marketing initiatives and create weekly, monthly and annual reports
- Website and Social media management and content creation
- Review branding, customer preference to ensure impact and awareness

MARKETING MANAGER

EDUCATION CENTRE OF AUSTRALIA

JUNE 2009 – AUGUST 2010

In charge of all marketing activities of the company from analyzing, planning, implementation and control. I am in charge of the strategies and tactics to increase sales and to maintain the company at a leading position better than competition. In the span of 3 months I have increase the sales of the company by 20% for a very small marketing cost. Some of my tasks include the ff:

- Manage Website contents and social media contents
 - Create Blogs, Articles, social media posts to increase online presence and brand recognition
 - Implement/manage marketing procedures and processes; evaluate existing practice and opportunities for standardization.
 - Favorably promote the organizations presence in the community by participating in community functions as part of corporate social responsibility programs and Brand equity programs.
 - Organize marketing events such as seminars and exhibitions, coordinate special events such as branch openings, sponsorships, competitions and other marketing programs.
 - Manage allocated budgets in various marketing areas and activities
 - Develop and implement marketing plan, business plan, media plan. Feasibility study if requested by the Proprietor.
 - Initiate and propose positive push and pull activities to the business owner
 - Track all marketing initiatives and create weekly/monthly reports
 - Review branding, positioning of the company to ensure impact and awareness
 - Write press releases, speeches and announcements
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SOCIAL MEDIA MARKETER

BRIDGING GAPS CONSULTANCY SERVICES

FEBRUARY 2008- APRIL 2009

- Create marketing strategy and produce contents by leveraging social media to identify and acquire customers
 - Maintain positive online relations with target audiences by developing customer-relations programs and engaging promotions
 - Communicating with social media followers, responding to queries, handling customer complaints
 - Create social media plans and contents consistent with the company's brand guide
 - Managing and scheduling social media posts
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Seminars & Workshops Attended

DIGITAL SKILLS: SOCIAL MEDIA

Accenture
May 28, 2020

INTRODUCTION TO CONTENT DESIGN

Accenture, MAY 28, 2020, Manila

STRATEGIC MARKETING

2011-2018, Manila

STEPBACK LEADERSHIP

October 2018, Ifugao

PAPS INTERNATIONAL CONVENTION

2019, Manila, Philippines

Extra-Curricular

GO NEGOSYO MENTOR

Mentor me on wheels mentorship Program

JUNIOR ACHIEVERS PHILIPPINES

Business Mentor

PUBLIC SPEAKING

Academe and Corporate

BUSINESS ADVISER

Smart SWEEP (Hosted by MVP Companies)
Garnered 1st Place 2012

THESIS PANEL MEMBER

Colegio De San Juan De Letran Calamba

THESIS AND RESEARCH ADVISER

Colegio De San Juan De Letran Calamba,

NICANOR C. SATUR JR.

/// Affiliations ///

ASSOCIATION OF MARKETING EDUCATORS - Member

PHILIPPINE ASSOCIATION OF PROFESSIONAL SPEAKERS

--Member

SPEAKERS BUREAU PHILIPPINES - Member

JCI MAKATI – Board of Director

BROTHERHOOD OF CHRISTIAN BUSINESSMEN AND

PROFESSIONALS - Member

COUNCIL OF DEAN'S AND EDUCATORS IN BUSINESS, REGION IV-A - Member

TOASTMASTERS INTERNATIONAL BAGUIO PROFESSIONAL TOASTMASTER CLUB - AREA 62, BAGUIO CITY 2011-PRESENT

- VP Membership

RADIO COMMUNICATIONS ASSISTANCE GROUP, LA TRINIDAD CHAPTER OCTOBER 2004- 2011 -

President

Character References

JERRY YAO

Marketing Educator/ Public speaker /
Entrepreneur (+63) 9189171483

JOEY MOYAEN, MBA

President / CEO
JM Capital (+63) 9175669136

More seminars attended, organizational affiliations, extra-curricular activities, certificates and character references will be provided upon request

