



# TIMOTHY G. DELA CRUZ

## Basic Information

Timothy Go Dela Cruz  
24 Adobe St., Brgy. Bagumbayan, Davao City 1650  
248 9271  
0917 852 1994

## Education

University of the Philippines Diliman – 2008-Present  
Bachelor of Science in Economics, 2012  
Summa cum Laude standing (1.143817 GWA)  
Varsity football player  
Student DJ, DZUP 1602

Xavier School – 2004-2008  
First Honors, Magis Award  
Varsity football player  
Editor-in-Chief of official student publication

## Experience

### Internship

Product Management Internship, Globe Telecom, 2010

- Developed and recommended the Loyalty program for Autoload Max retailers by identifying key customer insights from different retailers. This schema is currently being utilized by the company.

### Marketing Competition

P&G Brand Wars Inter-University Marketing Competition, 2009

- Worked with a 6-man team to form a business plan to boost sales of Father's Day greeting cards. Was able to raise theoretical sales and won first place.

## Co-Curricular Activities and Affiliations

- **UP Business Majors Association (UP-BMA)**  
**Logistics Head, Ad hoc Committee (2009-2010)**

took charge of special projects for the UP-BMA scholarship fund and raised a total of Php 100,000 through projects

## **Vice Chairperson, Sports Committee (2008-2009)**

became overall head of the annual team building seminar, sportsfest, and an *Ondoy* outreach program

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## **Miscellaneous Data**

- Proficient in French, Mandarin, Filipino, and English
- Able to use Adobe Flash, Adobe Photoshop, and Windows Movie Maker
- Runs an online store at the Multiply Marketplace selling clay models
- Tutors public school children during summer vacation