

Victoriano Donato Cabiles

PhD in Management [Marketing] Candidate
Aston University, Birmingham, England, UK

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- **The TEFL Academy Certificates (September 2024):** [1] Level 5 Teaching English as a Foreign Language Course (TEFL) – 168 hours; [2] Teaching Business English – 30 hours; [3] Teaching English Online and One-to-One – 30 hours
- **TEFL Hero Certificates (October 2024):** [1] Advanced TEFL – 120 hours; [2] TEFL – 40 hours
- **TEFL Universal Certificate (October 2024):** Advanced TEFL – 120 hours
- **World TESOL Academy Certificate (October 2024):** TEFL/TESOL – 120 hours

A PhD candidate with a great intuition for how a complex organization functions and how data insight can contribute. Extensive experience with analyzing, writing, presenting a report/executive summary with actionable data-driven insights from raw or aggregated inputs - both qualitative and quantitative. Well-versed with putting together pieces of information to tell a story that's accurate, clear, concise, and impactful. Passionate about academic, social science, and market research. Recognized for outstanding client service, high standards for services, and excellent analytical skills. Demonstrated ability to work well and communicate effectively with peers and senior leadership. Critical thinker and problem solver. Research interests include consumer/human behaviour and social media/networking, digital marketing, and online advertising effectiveness and metrics. Culturally well-diverse with a strong inclination for sharing expertise via teaching. Lived/studied/worked in countries in Asia, North and Central America, Mid-East and Europe. Beginner (A2) Spanish speaker, having lived in Panama City, Panama during the COVID pandemic lockdown. Currently based in the Philippines and looking for an EFL/ESL teaching post in Southeast Asia.

Education

Pursuing a PhD in Management [Marketing] / Aston University / Birmingham, England / UK

Thesis (Working Title): Social Media Marketing Uses and Gratifications
Conference Presentation (1st Year): Quantitative Research Module Paper on the Determinants of Happiness Amongst Filipinos
Conference Presentation (2nd Year): A Scoping Review of Social Media Marketing Uses and Gratifications
Research Assistant (Contract/Part-time/Remote): The Society of Legal Scholars (SLS), UK
Voted as First Mature Student Officer: Aston University Student Union

MSc in Marketing (Distinction) / London South Bank University / London, England / UK / 2019

Dissertation (Distinction): 2018 Facebook Advertisement Click-Through Characteristics and User Attitudes

Master of Global Management/Thunderbird School of Global Management / ASU / Glendale, AZ / 2014

Founder (Best New Club): Filipinos & Friends – Raised funds in 2013 for victims of super typhoon Haiyan in the Philippines

Master of Business Administration / Bowling Green State University / Bowling Green, OH / 2000

Research/Teaching Assistant (Legal Business & Marketing Department)

Work Experience

SOUTHPOINTE CHAMBER OF COMMERCE / CANONSBURG, PA

Prides itself on being the "Voice of Southpointe and the surrounding business communities," which includes the fast-growing Racetrack Road corridor, and with economic and political ties with other countries

Director of Business Development & Resident Writer / 2014-2017

- Initiated and influenced the Southpointe Chamber of Commerce's transition and presence on social media, which resulted in greater awareness, membership conversion, and involvement in the Chamber's activities
- Wrote well-received feature articles for the Southpointe Magazine, which has gained wide circulation as well as relevant and current content for the Chamber's website
- Edited and proofed the magazine's content to ensure articles were accurate, clear, and concise
- Provided high-quality data analysis to stakeholders across the firm to unearth deeper insights using statistical tools and techniques

Director of Marketing & Membership / February-December 2012

- Built the Southpointe Chamber of Commerce's membership from 200 to 600+ corporations through both traditional and social media marketing, including influencing senior leadership
- Supported the development of a free smartphone app that most members used
- Revamped the Chamber's business model from local to a widespread and regional approach

THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT / GLENDALE, AZ

The world's only truly global and multinational management school

Research Associate / 2013-2014

- Gathered and analyzed graduate student statistics and prepared Executive Summary reports
- Worked with the school's resident statistician regarding appropriate data to be used by school constituents for planning and budgeting purposes

IPSOS / JAKARTA, INDONESIA

A global leader in market research delivery and public opinion specialist

Associate Research Director / 2011-2012

- Led the concept and product test research requirements of L'Oréal in Jakarta, Indonesia
- Supervised and instructed two direct reports (Junior Executives) on clarifying client objectives from Request for Quotes/Proposals and the best way to address client needs
- Set up meetings with prospective clients and presented company capabilities

Work
Experience
continued

THE HARRIS POLL / RESTON, VA
A global consulting and market research firm and conducts one of the longest-running surveys in the U.S. tracking public opinion, motivations, and social sentiments

Senior Research Manager / 2010-2011

- Assisted the Vice President with the research needs of healthcare clients, such as Merck, Novo Nordisk, and Eli Lilly (client revenues of \$500K+)
- Delivered reports with actionable recommendations and presented results to clients
- Mentored and motivated one direct report (Project Director)

KANTAR / ATLANTA, GA
A data and evidence-based agency providing insights and actionable recommendations to clients worldwide

Senior Research Analyst / 2001-2008

- Guided and supported Account Executives on the quantitative aspects of writing proposals, as well as in meetings with clients (phone or in-person)
- Headed the analysis and reporting for a client portfolio, including Slim-Fast, Georgia Power, Georgia-Pacific, and AARP
- Coached Project Directors on designing and writing questionnaires and developing tabulation specifications
- Assisted survey programmers by checking questionnaire logic
- Helped statisticians in providing outputs required by clients and correctly interpreting results
- Tutored other analysts in the use of E-tabs software and BrandMap
- Analyzed data and statistics to address client objectives
- Wrote detailed as well as Executive Summary reports for clients
- Presented research results to clients' market research department staff, as well as clients' brand/product managers and senior leadership

Early Career:

Sony Gulf - Dubai, UAE / Marketing Executive / 1997 – 1998

Frank Small & Associates / Senior Research Executive / 1994 – 1997

University of the Philippines / Research Assistant / 1990 - 1994

Entrepreneurial
Endeavor

VCABILES & ASSOCIATES / FOUNDER / 2008-2010

A market research and consulting company specializing in travel, tourism, and LGBTQ+ research. Examined available raw data, tabulated them, and advised clients with initial data-based actionable recommendations

Professional
Development
Achievements

- The TEFL Academy Certificates (September 2024):**
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Professional Certified Marketer / American Marketing Association
Certificate of Proficiency in Quantitative Analysis / The Burke Institute
Principles of Market Research Course / University of Georgia
Certificate in Population Studies / University of the Philippines Population Institute

Some Core
Technical
Skills

Office 365 (Word, PowerPoint, Excel, Outlook, Teams); E-Tabs; BrandMap; SurveyMonkey;
Tableau; Power BI; Statistical analysis software including XLSTAT and SPSS

Some
Key
Skills

Problem Definition/Identification	Data-driven Actionable Insights	Detail Orientation
Questionnaire Development	Data Visualization & Presentation	Time Management & Organization
Coding and Crosstabulations	Statistical Techniques	Cross-Functional Collaboration
Analysis and Report Writing	Qualitative & Quantitative Research	Staff Management & Development