

VLADIMIR JAMES M. MANUEL

93-13 92nd Avenue • Woodhaven, NY 11421
(718) 847-0824 • vjmmanuel@force2020.com

EDUCATION and HONORS

Fordham University, Graduate School of Business Administration

Global Professional MBA, May 1999, GPA 3.813

Dual Specialization: Global Marketing Management and Information & Communications Systems

- American Marketing Association (Fordham GBA Chapter), Director of **Communications**
- **Website Design Committee**, Global Professional Program
- Projects completed: competitive analysis & **strategy formulation on Citibank, Nokia, Sony, and Toyota**

Queens College of the City University of New York

Bachelor of Arts, February 1993

Dual Major: Accounting & Information Systems and Urban Studies

- Representative Mickey Leland Congressional Fellow in International Affairs, 1992
- U.S. Department of Commerce, Multiple Appreciation Awards, 1990

FIELD STUDY PROJECTS

Chase Manhattan Corporation, Global Competitive Strategies, April 1998 – July 1998

- Researched and **analyzed impact of euro** single currency standard on global financial institutions
- **Determined leadership strategies** through industry drivers, strategic leverage, & organizational capacities

Empire One Telecommunications, Marketing Strategies, January 1998 – April 1998

- Conceived, implemented, & analyzed primary market research resulting in **superior product development**
- **Identified new markets & developed marketing strategies** including pricing, positioning, & media planning

WORK EXPERIENCE

Polo Ralph Lauren, Information Systems Department, Intern, September 1998 – Present

Fordham Business School, MBA Forum, Editor, May 1998 – Present

- **Improved internal marketing and managed every aspect of the publication process:** conceptualizing and designing lay-out of each issue; selecting and editing every article; expanding distribution channels

Consulate General of the Philippines, Special Assistant to the Consul General, July 1993 – August 1997

- **Managed several promotions projects for attracting investors** to the Philippines
 - Developed, produced, and distributed *Investing in the Philippines: A Primer for Small Investors*
 - Researched on economic intelligence that served as basis for target multinational corporations
- **Built positive relations and extensive exposure** in executing redirection of foreign policy
 - Team member in Build-Operate-Transfer (BOT) Roadshow and other seminars and conferences
 - Guided businesspersons and voluntary organizations in identifying sustainable development projects
- Developed and **implemented information technology-related projects** at inexpensive rates
 - Strengthened message delivery through consistency in World Wide Web and e-mail communications
 - Merged and streamlined existing databases into one user-friendly index for easy information retrieval

Save the Children, Indochina Refugee Program, Summer Associate, Summer 1992

- Produced management plan for operations which **provided a clearer understanding of objectives**
- Collected & analyzed information on recurring social, economic, and political developments

NYC Dept. of Housing Preservation & Development, Program Assistant, September 1989 – August 1991

- Assisted in revenue projections and audit compliance for the Division of Rehabilitation Finance
- Analyzed data and transformed these into **meaningful quantitative and qualitative production reports**

LEADERSHIP EXPERIENCE

National Federation of Filipino American Associations, Executive Board Member, August 1997 – Present

- **Built coalition** by creating a constitution for an association **comprised of over 3,000 organizations**
- **Negotiated for** traditionally underrepresented sectors' **representation at the national convention**