

# HANNA MAE N. ACERO

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Interdisciplinary Business graduate bringing hands-on operational experience from 6 corporate internships and a strong foundation in cross-functional leadership from 6 university officership roles. I thrive in fast-moving environments where I can take scattered moving parts, build organized systems, and lead teams to execute complex projects.

## EDUCATION

### DE LA SALLE UNIVERSITY

Bachelor of Science in Interdisciplinary Business Studies

GPA: 3.47/4.00

Thesis: *"Between Compliance and Innovation: Institutional Pressures to Sustainability Adoption in Medium Enterprises in the Food Industry within Metro Manila"*

Manila, Philippines

Feb 2026

### DR. V. ORESTES ROMUALDEZ EDUCATIONAL FOUNDATION INC.

Senior High School Diploma – STEM Strand

Consistent Academic Awardee (AY 2019–2021)

Tacloban City, Leyte

Aug 2021

## EXPERIENCE

### PAYRETO

#### Sales and Marketing Intern

Nov 2025 – Jan 2026

- Streamlined B2B sales operations by cleaning, verifying, and standardizing a pipeline of 700+ international enterprise prospects, demonstrating high attention to data integrity.
- Built and maintained centralized operational trackers that improved workflow visibility, reduced manual reporting errors, and optimized cross-functional handoffs.
- Executed personalized outreach campaigns across global markets, adapting communication strategies to effectively engage high-level corporate stakeholders and drive pipeline generation.
- Conducted competitor research and pricing comparison analyses, producing actionable reports to support business development strategy.

### CEBU PACIFIC AIR

#### Employee Experience Intern

Sep 2025 – Nov 2025

- Coordinated the end-to-end operational logistics for flagship corporate programs engaging 1,000+ employees, ensuring strict adherence to timelines, budgets, and stakeholder requirements.
- Managed compliance documentation and communications for 30+ external merchants, acting as the primary point of contact between corporate teams and external partners.
- Engineered new monitoring trackers that eliminated manual follow-ups, enforcing operational accountability and improving cross-team coordination.

### TERABITE FOOD CORPORATION

#### Marketing & Project Intern

May – Jul 2025

- Managed comprehensive campaign lifecycles for 3 distinct restaurant brands, overseeing 30+ deliverables and ensuring 100% on-time project completion.
- Established a centralized digital infrastructure and resource database containing 100+ corporate assets, drastically improving cross-functional team speed and coordination.
- Conducted SWOT analyses and reviewed performance metrics, providing data-backed recommendations to management to optimize audience reach and engagement.

## **PRIMER GROUP OF COMPANIES**

### **Marketing Intern (The Travel Club PH)**

**Oct 2023 – Jan 2024**

- Collaborated across internal creatives and product departments to execute innovative commercial strategies, enhancing brand visibility and driving retail customer engagement.
- Provided critical on-ground logistical support during large-scale brand events (e.g., Land Rover ingress in BGC), ensuring seamless physical execution of corporate initiatives.

## **LEADERSHIP & ACTIVITIES**

### **ROTARACT CLUB OF PASAY METRO SUNRISE**

#### **Club Service Project Chair**

**Jun 2025 – Present**

- Lead community service projects end-to-end by coordinating stakeholders, managing strict operational timelines, and delivering measurable community outcomes.

### **DLSU CENTER FOR SOCIAL CONCERN AND ACTION (COSCA-LOVE)**

#### **Team Leader, Social Engagement and Community Partnership (SECP)**

**Sep 2024 – October 2025**

- Directed the strategic planning and execution of a week-long economic empowerment program supporting 20+ local businesses, navigating complex logistical challenges and securing 8 corporate partners.
- Led student volunteers and managed external partnerships, fostering strong community relationships and ensuring clean, accurate project documentation and reporting.

### **DLSU JUNIOR ENTREPRENEURS' MARKETING ASSOCIATION (JEMA)**

#### **Various Officer Roles**

**Dec 2021 – Sep 2024**

- Managed financial documentation, budget tracking, and compliance for 15+ organizational events, ensuring strict adherence to university processing timelines and auditing standards.
- Led a 50+ member ambassador team and spearheaded Key Opinion Leader (KOL) recruitment for a major intercollegiate event, establishing strict engagement tracking systems.
- Awarded 1st Place in the 9th Marketista Awards by PJMA for "FUSION: Building Marketing Pioneers" through effective end-to-end project management.

## **SKILLS & INTERESTS**

**Core Competencies:** Cross-functional Leadership, Operational Efficiency, Stakeholder Management, Financial Documentation & Compliance, Data Tracking & Analytics, Process Improvement, Project Management.

**Technical Tools:** Advanced Google Workspace (Sheets, Docs, Forms for formula-driven tracking), Microsoft Office Suite (Excel, PowerPoint), CRM Systems & Database Management.

**Languages:** English (Fluent), Filipino (Native), Waray (Native)