



GERALDINE HERNANDEZ-MARTENS

PERSONAL INFO : Address 1 POLAKHOF 24, 5237 CR, DEN BOSCH
 Address 2 ARTS INTL. BLDG., 260 E. DELA PAZ STREET, ANGONO, RIZAL
Date of Birth : 27 Feb 1972, Philippines **AGE** : 38 **MARITAL STATUS:** MARRIED with 2 Kids
PLACE OF BIRTH : Angono, Rizal, Philippines, **Home OFFICE** +(632) 2953179
MOBILE : +31646106941, **Home/Office** +31736147266 Holland
Sofi-nummer : 370.604.477 **Insurance Nummer** : IZA Zorgverz NV 0699
SPECIAL SKILLS : Advertising, Creative Brochure/Book/Magazine Layout Graphic Designer,
 Creative Web Graphic Designer Literate, Computer Literate, Painting,
 Singing, Composing, Public Relation, Marketing & Communication & Driving Literate
Languages : Filipino (mother language), English (fluent), Dutch (ongoing A1-A2 level)
Email : ei_international@yahoo.com info@ei-international.com
WEB : http://www.ei-international.com
IT Knowledge : MS Word, Excel, Access, Power Point, Publisher Outlook, Outlook Express,
 Dreamweaver, MS FrontPage, Photoshop, Corel Paint Shop Pro, Internet Business Communication.

EDUCATIONAL/TRAINING BACKGROUND:

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|--------------------------|---|
| May 2004 – December 2005 | On-Job-Training & Work (Horeca-In All Areas) International European Hotel |
| 1999-2000 | Horeca Actual Work Training in Hotel Sofitel, Asia Marketing & Communication for Advertizing & Promotion |
| Sept. 1997 – Sept. 1998 | Full-Scholar for Marketing & Communication & HRM Actual Work Training University of Florida, Orlando, Florida, USA |
| Aug . 1995 – Aug . 1996 | Full-Scholar for Fine Arts & Design Center For European Studies, Maastricht, The Netherlands |
| June 1989 – March 1993 | Bachelor of Fine Arts, Design & Music - Full-Scholar & Bachelor Degree in Mass Communication Philippine Women’s University, Philippines |
| June 1985 – March 1989 | Siena College of Taytay / Cainta Catholic School Secondary - Angono, Rizal, Philippines |
| June 1978 – March 1985 | St. Clement Parochial School Outstanding / 1st Honor (Gold Medalist) Nursery – Primary, Philippines |
| 1986- 2008 | Workshop(s)-Creative Writer, Creative Web Designer, Creative Concept Designer, Event Coordinator/Organizer |

WORK EXPERIENCES:

2007 - current: *Ei International*

Position: *Marketing & Communication Executive (Home Office Internet Networking)*

Special Projects Accomplished:

Creative Web/Concept Designer & Feature Writer. To view more, please visit the websites stated below:

www.idealapair.nl, www.americadiamondnails.com, www.americanglamournails.nl, <http://www.nl-philbox.nl>

May 2004 – June 2004: *European Hotel B.V. Horeca Training*

Position: *Web Designer, Concept Designer, Kassa, Housekeeping, Receptionist & Server*

01/1999- 12/2003: *Hotel Sofitel, Asia currently Grand Boulevard Hotel*

- *is an international Hotel/Resort Company, based in Asia.*
- *works with international company(s) with an international branches link to 2400 hotel members of Accor Hotels worldwide which are majorly top in the market strategy.*
- *develops and coordinates European, Asian, American-scales projects through which it accomplished for so many years;*
- *has several main areas of services such as room rentals, resorts, restaurants, golf coarse, health & beauty, real estate development, rent-a-car, travel & tour.*
- *www.accorhotels.com*

Position: *Acting PR Manager*

Work Description**(please find the list of professional project experience, special events & publications beginning on page 5.)*

- *Implement European-scale projects:*

Day-to day coordination with full responsibility over project deliverables at high quality, liaise with funders, write interim and final reports, arrange contractual matters with project partners, monitor budgets, resources and staff time allocations, dedicate work, quality assurance and risks, develop project communication strategies and carry out project evaluation;

- *Organize events, meetings, seminars, workshops, conferences and trainings:*

Select invitees/project team /focus group/advisory committee members, prepare and send invitation letters, monitor invitee responses, develop program/agenda/training structure after assessing training needs, invite special guests, speakers/presenters, logistics: venue, accommodation, transport, catering, after the events/meetings compile meeting outcomes and report.

- *Networking:*

Maintain contact with clients, project partners, project target groups, lobby at Foreign institutions and funders, profile company in meetings and European/Asian/American Global Conferences, give presentations; provide information upon request to network and project partner. Also maintain web design information to keep up-to-date.

- *Generate Asian/European/American-scale and trans-boundary project ideas:*

Participate in strategic project development, write proposals, develop project implementation strategy and project budgets, submit proposals;

- *Fundraising:*

Monitor upcoming calls for proposals and search for new funding opportunities, compile funding sources, develop financial manuals and new ways of financing nature conservation: bank products, regional landscape accounts, financial technical assistance units in Europe;

- *Communication, media relations and PR:*

Creative web/concept designer, creative writer, design and develop project and corporal leaflets, brochures, CD-ROMs, promotion materials, write news items, press releases, maintain and generate new international and European/Asian/American press contacts, organize press events at high level conferences, prepare press folders, edit/maintain corporate newsletter; edit/maintain hotel magazine, generate media related projects proposals; use news alert service and email distribution lists to distribute project developments, organized special projects/events to create/maintain stronger marketing strategies. Target across Europe, Asia, USA via PR events, activities and projects.

12/1997- 12/1998: Ruru International, Orlando,Florida, USA

- *is an international company based in USA & Middle East.*
- *works with international company(s) with an international branches links worldwide.*
- *develops and coordinates Middle East/American-scales projects through which had accomplished for years.*

Position: Highly Skilled Event Coordinator

Work Description**(please find the list of professional project experience, special events & publications beginning on page 5.)*

- * *Implement American-scale projects.*
- * *Maximize the networking communications*
- * *Create special events for fundraising projects & purposes.*
- * *Maintain the Communications via media relations and PR including the internet networking communications.*

11/1994- 08/1995: GMA Channel 7 in cooperation with Citynet 27, Makati City, Philippines

- *is an international Television Network Company wih branches worldwide.*
- *works with international company(s) with an international branches links worldwide which provide good information well planned entertainment & productions for the viewers worldwide to bring up the good communiations together to achieve unity of all races.*
- *develops and coordinates worldwide--scales projects through which have been accomplished for many years;*
- *has several links of worldwide businesses in entertainment, estates, newspapers, magazines, film making & productions*

Position: Creative Graphic Designer & Scriptwriter

Work Description**(please find the list of professional project experience, special events & publications beginning on page 5.)*

- * *Implement/Maintain the Web Information and keep it up-to-date.*
- * *Maximize the networking communication strategy/system.*
- * *Create special events for fundraising projects & purposes.*
- * *Assist in productions & set designing.*
- * *Create & develop creative script to create new programs/concept/ideas for productions & commercials.*
- * *Maintain the Communications via media relations and PR including the internet networking communications.*

03/1993- 1994: Nemiranda Arthouse, Mandaluyong City, Philippines

Position: Curator

Work Description**(please find the list of professional project experience, special events & publications beginning on page 5.)*

- * *Creative feature writer for media & pr releases.*
- * *Organized special events & tours projects worldwide.*

- * Provide workshops & seminars for arts.
- * Creates advertising & marketing materials.
- * Arrange/document schedules of orders, deliveries and collections.
- * Maintain the Communications via media relations and PR including the internet networking communications.

1990 - 1993: **Camp Beverly Hills,** **USA & Asia**

Position: Creative Concept Designer & Artist

Work Description*(please find the list of professional project experience, special events & publications beginning on page 5.)

- * Creative window display designer. Creative concept designer.
- * Graphic designer, product photographer.
- * Marketing & Communication adviser.
- * Creative advertising/marketing designer. * Fashion designer.

1989 - current: [Arts International](http://www.ei-international.com/ArtsInternational.htm) (www.ei-international.com/ArtsInternational.htm)

Position: Artist & Creative designer

Work Description*(please find the list of professional project experience, special events & publications beginning on page 5.)

1989 - current: [Ei International](http://www.ei-international.com) (www.ei-international.com)

Position: Freelance Creative Writer /Journalist (For TV, Magazines & Newspaper)

Work Description*(please find the list of professional project experience, special events & publications beginning on page 5.)

Special Events organized from 1981-2009

Fundraising Projects in cooperation with *Ei International, Arts International Euro Intermedia International.*

Activities such as Diner Feast, Mini-Concert, Art Exhibits, Product Launching(s) & Promotion through organizing special events in cooperation with:

Asean-European Annual Feast 2009, An Evening To Remember 2008, Pre-Launching Ei International@Grand Hotel 2007, Eet Cafe@Pollebi 2006, Arts International@ Hotel Aardenburg 2005, Arts International@ Ramenas Hotel 2004, New World Renaissance Hotel & Hotel Sofitel 2003 in cooperation with: (Marcos Foundation, Netherlands Embassy Philippines, Segion reyna Law Office & Jaguar Inc.), **L'Fisher Hotel 2002, Wack-Wack Golf & Country Club 2001, Bay View Park Hotel 2000 in cooperation with:**(Sen. Santiago Law Office, Unilab Inc., Camp Beverly Hills Manufacturer, SEC Engineering & General Construction, Microsoft Inc. Asia, Petron Inc., Shakey's Philippines, Giordano Asia, Tokyo Fashion Inc., Philippine Medical Doctors Assn. & RLR Printing Corp.), **Manila Midtown Hotel & Le'Souffle Italian Restaurant 1999, Shangri-La Hotel 1998 in cooperation with:** (Unilab Foundation, Petron Asia & Shakey's Philippines), **Glendalehieghts Golf & Country Club in cooperation with:** (Ravenswood Mortgage Corp., Glendaleheights Local Officials, Chicago Philippine Local Television, Philippine News & Sen. Santiago Law Office), **Center for European Studies 1996, Manila Hotel 1995 in cooperation with:** (Benitez Foundation, Laurel Foundation, La Primavera Italian Restaurant, Shakey's Philippines, RFM Corp., Bengzon Inc., Camp Beverly Hills Inc.), **GMA Channel 7 1994, Robinson Galleria 1993 in cooperation with:** (Philippine Women's University, Escaler Estate Inc. & Manila Press Assn.), **Westin Philippine Plaza 1992 in cooperation with:** (Ballet Philippines, Manila Press Assn. & Manila Artist Group), **Save the Earth@National Museum 1991, Arts Association fo the Philippines@Cultural Center of the Philippines 1990, A Tribute 1989 in cooperation with:** (Marcos Foundation, Malacanan Palace, Angono Atellier Association & Angono Local Officials), **Arts/Music International Assn. Goes to Malacanan Palace 1988, Arts/Music International Workshop@NCBA 1987, A Tribute to the Masters 1981-1986** (During this years the Arts International has been established and gained recognitions nationwide).