



# Lloyd A. Luna

Foremost Career Philosopher

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## Summary of Qualification

Motivational speaker in Asia; Author of 8 books including the bestseller *Is There A Job Waiting For You?*; Business advisor with expertise in sales and marketing, people motivation, operations, leadership, and change; Corporate trainer to local and multinational corporations; Speechwriter; Regular columnist at The Manila Times, Kabayan Star (Hong Kong), GoodNewsPilipinas (Singapore), and Planet Philippines (Canada) among other news organizations; Political advisor; Invited expert on television, radio, and the Internet on career-related issues; Resource speaker on career and personal development to schools and Universities nationwide;

## Experience

### **President and CEO, The LLOYDLUNA Communications – 2005-present**

Founded a 5-year-old publishing and consultancy company at age 23; started with a 5,000 or less capital only enough to register the business; first held his office in his room with no telephone and no Internet connection and fax; Wrote and published eight (8) books; spoke during seminars, conventions, and conferences to more than 300,000 people in the last 3 years; consulted to small and medium businesses; has grown the client base from zero to 320 companies since the company founding.

### **Consultant, Great Image Services, Inc. (Head Office) – 2009-present**

In charge on the Internet marketing of the company; comments on marketing materials before they go public;

### **Consultant, Daily Apple Store.com (Bacolod) – 2009-present**

In charge on the overall Internet marketing strategy;

### **Consultant, Tieline and Merger Suits – 2009-present**

Created the company's Operations Manual; conducted the first-ever team and capacity building in 20 years; communicated the company owner's vision;

### **Consultant, Bobson Jeans – 2008-present**

Write and/or edit press releases for the brand; wrote occasional speeches of the company owner;

### **Consultant, Department of Education (Head Office) – 2007-2008**

Youngest consultant; Worked directly at the office of the executive director; assisted on events conceptualization and programming; handled event design collaterals including posters, tarpaulins, logos, and publications



### **Technical Assistant, Office of the President of the Philippines – 2003-2004**

Designed and implemented some communication strategies of the Strong Republic vision; Implemented seminars and fora in provinces and major cities; organized youth groups in strategic provinces; made the unpopular president rank first in surveys on youth vote weeks before elections

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### **Marketing Officer, The Manila Times School of Journalism – 2004-2005**

Helped market the newly established school of The Manila Times; made communication strategy to high school institutions that increased enrollment;

### **Education**

Polytechnic University of the Philippines, Manila

BS Electronics and Communications Engineering, 2004

### **Skills**

Written and Oral Communications, Speech writing; Idea Generation, Corporate Planning, Training and Meeting Facilitation; Translating Vision to Action; Planning Change; Designing Marketing Materials; Branding; Brain Conditioning; Personal Development Coaching; Team and Capacity Building;

### **Clients**

ABS-CBN, JRS-Express, Thomson-Reuters, Franklin-Covey, Canon, Globe Telecom, Smart Communication, Julie's Bakeshop, Cebuana Lhuillier, Bear Brand, Unlit Nutritionals, British Council, Cebu Holdings, RFM Foods Corporation, Reyes Haircutters, Potato Corner, Microtel, Johnson&Johnson, Honda, AXA Life, Sun Life Financial, Sykes, Mediacard, Development Bank of the Philippines, Sunpower, Makati Changer-La, Philippine Airlines, Robinson's Land, Jobstreet.com, Unilever, Fortune Tobacco, Agility Logistics, Celine Marketing, Dizon Farm, Emerson Electric, Kia, Philamlife, Philippine National Bank, Tieline, Merger Suites, Office of the Supreme Court Chief Justice, and Senate of the Philippines among others.

Please see [lloyd luna.com/clients](http://lloyd luna.com/clients) for some more lists.

### **Reference**

Please vist <http://lloyd luna.com/testimonials> for more accolades about me.