KYLE CHARLES C. LUCES

hello@kyleluces.com | kyleluces.com | linkedin.com/in/kcl22 | Makati City, Philippines

Go to market and sales campaigns at a consumer lender serving 10.4 million customers. I build the campaigns, partner tools and frontline programs that put a product in front of customers, and I use the data to check what actually worked.

EXPERIENCE

Home Credit Philippines Nov 2025 to Present

Management Trainee, Go-to-Market Strategy and Sales Campaigns

- **Scope:** Selected as 1 of 23 from more than 2,500 applicants for the H.Y.P.E. leadership program. I run go to market and sales campaigns for consumer loans, mainly motorcycle financing, and have also covered device brand launches and digital sales channels, working with Creative, Digital, CRM, Analytics and Compliance.
- **Frontline adoption at scale:** Raised enrollment of in scope sales associates in a global tech brand's sales training program from 26% to 51% in one week, by rebuilding the sign up guide and sending reminders by stage. Then lifted product quiz completion from 19% to 94% in 10 days, and found staff who had passed but were missing from the completion report, which was then corrected.
- **Digital channel launch:** Launched the company's first social commerce collaborative ad in four days from key visual to live, wrote the operations explainer for the new format, and repeated the setup with two more partners, the second in two days. Wrote the end to end playbook: 10 stages and a 16 point launch checklist.
- **Demand analysis:** Reviewed a full year of consumer electronics financing by month, brand, customer type, region and funnel stage, and found that back to school was the main driver of yearly demand.
- **Trade activation and lead generation:** Ran the company's first motorcycle expo presence, a three day trade show in Cebu with 11,510 visitors that captured 456 financing leads. I picked it up midway with no handover and caught a defect before the event that would have sent every lead into a system that does not process motorcycle loans.
- **Tools that scale:** Replaced 13 partner posting templates with one, so sales associates from all 52 active partners could post instead of 13. Built a single year round completion form and dashboard that collected 626 responses from 231 sales associates in its first four weeks.

Coca-Cola Europacific Aboitiz Philippines Mar 2025 to Oct 2025

Internal Communications and Employer Branding Intern

- **Field and plant reach:** Worked with more than 20 people across HR, Operations and plant leadership to make onboarding consistent across more than 70 sites and 101 payroll kiosks. Helped produce two site entries that won regional awards, one of them also a national winner.

Persquare Woodworks Jul 2024 to Nov 2024

Sales and Marketing Intern

- **Enquiry recovery:** Found where customer enquiries were dropping off at a furniture business, tested fixes, and grew enquiries by 26.3 percent, worth PHP 355,600 in monthly sales.

Pocari Sweat Philippines (Otsuka) May 2023 to Oct 2025

Campus Brand Ambassador

- **Brand activation:** Ran 31 activations nationwide with more than 500 product trials. Named Brand Ambassador of the Year 2023 and Social Media Influencer of the Year 2024.

LEADERSHIP AND CASE COMPETITION

- **Mansmith Big Idea Challenge 2025, Top 3 on the Bayad case:** Designed a way for a bill payment company to sell more of its services inside its own branches at little cost, using the queue, the counter and the receipt. Built as a 90 day trial across about 20 branches and presented to the company's management committee.
- **PUP Taguig Junior Marketing Association, Vice President for Creative:** Led the creative team through a flagship event with 24 sponsors and 937 registrants. The organization reached Top 5 National Finalist at the Agora Youth Awards 2023 and was named Best Student Organization.

EDUCATION

Polytechnic University of the Philippines, Taguig Oct 2021 to Oct 2025

B.S. Business Administration, Major in Marketing Management

- Magna Cum Laude, GWA 1.33 where 1.00 is the highest possible grade. Top 8 percent of graduating class, 1 of 30 from 376. President's Lister every semester. Class President for three terms. Muntinlupa Scholarship Division recipient.

SELECTION AND PROGRAMS

- Home Credit H.Y.P.E. Program: 1 of 23 from more than 2,500 applicants, under 1 percent. Nestlé Cultivate YOUth Mentorship (Asia, Oceania and Africa): 1 of 140 from more than 8,000.
- McKinsey.org Forward Program graduate, 2025. Aspire Leaders Program, founded at Harvard University, 2025. Unilever Digital Marketing Analyst Certificate, 100 percent. MEGA Wavemakers Discovery Day selectee, top 7 percent from more than 700.

SKILLS

- **Commercial:** Go to market planning, consumer lending campaigns, customer segmentation, funnel analysis, partner and frontline network management, sales promotion permits and compliance clearance.
- **AI and tools:** Daily use of AI tools to build internal guides, analyze datasets and draft executive material. Excel (advanced), PowerPoint, Google Workspace, Power BI, Meta Business Suite, Canva, Notion; learning SQL and Tableau.
- **Language:** English (professional fluency), Filipino (native).