HELLO, I'M

DANLEE GULFO

Sales Professional • Founder • Digital Creator



> *12+ Years of Sales & Leadership Experience*
>
> *Building teams, growing territories, developing customers, and using technology to improve business performance.*

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Westville Subd., Brgy. Pandac, Pavia, Iloilo

12+	4+	Multi-Industry	+44%
Years in Sales	Years in Sales Supervision	FMCG · Logistics · Food · Lubricants · Financing	Monthly sales in 3 months at Nestlé GTM

ABOUT ME

A results-driven sales and business development professional with over 12 years in sales, distribution and team leadership. I've grown from merchandiser and booking salesman to distributor specialist, supervisor and manager, leading teams, driving market growth and consistently beating targets.

Outside my day job I build businesses of my own in travel, AI video and lending, and I use digital tools, marketing and automation to make sales operations faster and smarter.

CORE SKILLS

- Sales & Business Dev
- Team Leadership
- Account & Distributor Mgmt
- Trade & Channel Dev
- Digital Marketing & Social Media
- Graphics & Photo Editing
- Video Editing
- Website / App Dev
- AI Tools & Automation
- Excel, Word, PowerPoint
- Driving (Code 1, 2, 3)

EDUCATION

BS in Nursing
University of Iloilo, Iloilo City · 2010

Mandurriao National High School
Mandurriao, Iloilo City · 2005

Jaro II Elementary School
Jaro, Iloilo City · 2001

TRAININGS

Social Media Marketing

Photo Editing
Photoshop and Canva

Video Editing
Premiere Pro

KEY ACHIEVEMENTS

NESTLÉ GTM · OPTIMIZED CUSTOMER SOLUTION

~~₱18M~~ → **₱26M**

Grew monthly sales by 44% in just 3 months.

NESTLÉ GTM

3× Manager of the Month

As General Trade Manager.

REYSONS · DELFI

3 Years Achiever

Reysons (Visayas); target achiever at Delfi (Panay).

WORK EXPERIENCE

Field Sales Supervisor — Current — Sept 2025 – Present
Golden Legacy Financing Corporation · Panay & Negros
Leads and coaches a field sales team doing face-to-face selling, tracking transactions and production across new clients, renewals and additional loans.

Area Sales Manager — Feb 2025 – Sept 2025
Allied Lubrication Supply Corp. · Mobil Lubricants, Pasig City
Managed area sales for Mobil lubricants, driving performance in a competitive, fast-paced market.

Distributor Specialist (Region 6) — Oct 2023 – Nov 2024
Lorenzana Food Corporation · Lorins Patis, San Pedro, Laguna

General Trade Manager — 3× Manager of the Month — Nov 2022 – Oct 2023
Optimized Customer Solution Inc. · Nestlé Products, Oton, Iloilo
Grew monthly sales from ₱18M to ₱26M in three months.

Graphics Designer (Remote) — Apr 2022 – Nov 2022
Ph Digimark · Digital Marketing Ads

Account Management Supervisor (Visayas) — Feb 2021 – Mar 2022
Philippine Leading Infinite Logistics Inc. · Amigo Segurado, La Filipina · Lapuz, Iloilo City

Distributor Specialist (Panay) — Target Achiever — Feb 2018 – Jan 2021
Delfi Marketing Inc. · Goya and Knick-Knacks, Marikina City

Distributor Specialist (Visayas) — 3-Year Achiever — Jun 2013 – Jan 2018
Reysons Food Processing · Tita Ely Sweet Preserves, Quezon City

Booking Salesman — Mar 2011 – Jun 2013
Dranix Distributor, Inc. · Monde Nissin, La Paz, Iloilo City

Merchandiser / Trade Activator — May 2010 – Oct 2010
Promo Edge Corporation · Mead Johnson, Molo, Iloilo City

MY VENTURES

TripLocal Travel & Tours
FOUNDER · ILOILO
Iloilo city tours, Gigantes and Guimaras trips. triplocaltours.site

PixelMind AI
FOUNDER · AI VIDEO
AI video for small businesses, plus PixelMind AI Academy. pixelmindai.site

CoreTrust Financing
FOUNDER · LENDING
Lending business in the making, on its own loan management web app.

CHARACTER REFERENCES

Maria Gina Arroz
REGIONAL SALES MANAGER
Allied Lubrication Supply Corp.
0917 126 9018

Mr. Noeh Opanda
FIELD SALES SUPERVISOR
Radiowealth Finance Corp.
0927 153 0030

Mr. Reynold Japitana
DISTRIBUTOR SPECIALIST
Baguio Oil
0916 576 3727