

JOY KRISTEL LOBRIGUITO ORZALES

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A researcher for 11 years with experience in industry analysis, SWOT analysis, and supply/value chain analysis as well as publication layout, marketing and budget preparation. With training in applied statistical forecasting and digital marketing and proficient in applications such as MS Word, Excel and PowerPoint, Google Sheets, Docs, Slides, Forms and R (for statistics). Published works include analysis of different food and agriculture industries.

WORK EXPERIENCE

Senior Researcher/Agribusiness Specialist

Center for Food and Agri Business (CFA), University of Asia and the Pacific (UA&P)
April 2017 – present

- Managing Editor, Food and Agri Business Monitor (FAM), monthly publication of UA&P – CFA
- Layouts our monthly publication using Adobe InDesign
- Undertakes field work, data gathering, data analysis and report writing for CFA's research projects such as secondary research, industry analysis (including market sizing and company profiling), benchmarking, supply/value chain analysis, trends analysis, competitiveness (Porter), SWOT and PESTLE analysis.
- Gathers data from primary and secondary sources (databases such as Philippine Statistics Authority, UN Trademap, Euromonitor)
- Leads marketing of CFA's seminars, conferences and publications
- Writes various food and agribusiness articles and summarizes news articles for CFA's FAM
- Leads packaging and distribution of publication, seminars and conferences, and reports
- Maintains and updates database and contacts
- Leads CFA's digital marketing team (website using WordPress, email and social media accounts, CRM using MailChimp) and layouts publication materials for marketing using Adobe Photoshop and Canva
- Prepares annual budget for publication and conferences

Research Assistant

Center for Food and Agri Business (CFA), University of Asia and the Pacific (UA&P)
January 2011 – March 2017

- Layout the monthly publication using Adobe InDesign
- Undertook field work, data gathering, data analysis and assist in report writing
- Led the marketing of CFA's seminars, conferences and publications
- Wrote various food and agribusiness articles and summarizes news articles for CFA's Food and Agri Business Monitor
- Led the packaging and distribution of publication, seminars and conferences, and reports
- Maintained and updates database and contacts
- Maintained CFA's website (WordPress), social media accounts (Facebook, LinkedIn) and Customer Relationship Management (MailChimp)
- Prepared annual budget for seminars

Sales and Marketing Officer

SBAJ Trading
April 2017 – April 2021

- Maintained the company's social media account, website and online store
- Created, planned and executed the marketing campaigns of the company
- Monitored and reported the sales of the company

Customer Interaction Agent

TELUS International Philippines
October 2009 – April 2010

- Accepted calls and inquiries from clients regarding their accounts
- Offered solutions to the issues and challenges of clients

Inbound Sales Agent

ETelecare (Stream) Global Solutions
July 2009 – October 2009

- Accepted calls and inquiries from prospective clients and assists them in setting up their accounts
- Offered solutions to the needs of the clients

Freelance writer

Essays.ph

January 2009 – January 2012

- Wrote SEO articles in various topics as needed by the client

INVOLVEMENT IN CFA RESEARCH PROJECTS

2021

- *Commodity Specialist.* The 10-year Integrated Philippine Agricultural Mechanization and Local Agricultural Machinery Manufacturing Roadmap.
 - Data gathering and analysis
 - Report writing (supply/value chain, benchmarking) and consolidation

2020

- *Researcher.* Socioeconomic Impact and Market Conditions of the Proposed Agro-Industrial Business Corridor at the New Clark City, Pampanga Province.
 - Data gathering and analysis

2019

- *Researcher.* The Philippine Livestock and Poultry: Industry Analysis and Investment Options.
 - Data gathering and analysis
 - Report writing and consolidation

2018

- *Senior Researcher.* An Analysis of Petroleum Demand.
 - Data gathering and analysis
 - Report writing and consolidation
- *Team Member.* Improving the Competitiveness of Farming Communities in the Philippines towards Poverty Reduction: The Case of Multi-Crop Farmers (tobacco-rice/corn sequence)
 - Data gathering and analysis
 - Report writing and consolidation

2017

- *Team Member.* Multi-Industry Illicit Trade Barometer Research Study. Federation of Philippine Industries - Fight Illicit Trade.

- Data gathering and analysis
- Report writing and consolidation
- *Research Assistant.* Market Study – Agribusiness Component: Pampanga Megalopolis Project. Palafox and Associates.
 - Data gathering and analysis
 - Report writing

2016

- *Research Assistant.* Market Study – Agribusiness Component: An Input to the Prefeasibility Study of Establishing an Economic Zone in Iloilo.
 - Data gathering and analysis
 - Initial report writing

2013

- *Research Assistant.* Advancing Competitiveness in Agriculture (COMPETE). The Asia Foundation, Nathan and Associates and REID Foundation.
 - Data gathering and analysis
 - Initial report writing
- *Research Assistant.* Dairy Industry Benchmarking: Philippines, Indonesia and Thailand. Alaska Milk Corporation
 - Data gathering and analysis
 - Industry write-up

2012

- *Research Assistant.* Masterplan for the Coffee and Rubber Industries. Department of Agriculture – High Value Crops Development Program.
 - Data gathering and analysis
- *Research Assistant.* Socio-economic indicators in Metro Manila and adjoining provinces (with focus on income class ABC+). Amici Foodservice Ventures, Inc.
 - Data gathering
- *Research Assistant.* Benchmarking the Philippines Sugar Industry with Thailand: A Supply/Value Chain Approach. Coca Cola Asia Pacific
 - Data gathering and analysis

PUBLISHED WORKS

Manufactured Tobacco Industry: Industry Competitiveness. Food and Agri Business Monitor. January 15, 2021.

Manufactured Tobacco Industry: I-O Analysis. Food and Agri Business Monitor. November 15, 2020.

Manufactured Tobacco Industry: Overview. Food and Agri Business Monitor. September 15, 2020.

Climate Change in the Philippines: Adaptation and Mitigation. Food and Agri Business Monitor. July 15, 2019.

Filipino Meat Consumption Patterns. Food and Agri Business Monitor. April 15, 2019.

The Feasibility of Aquaponics. Food and Agri Business Monitor. February 28, 2019.

The Philippine Tobacco Industry: After Sin Tax Law. Food and Agri Business Monitor. March 31, 2018.

The Philippine Cacao Industry. Food and Agri Business Monitor. June 2017

Craft Coffee: The Third Wave Coffee Shops in the Philippines. Food and Agri Business Monitor. March 2017.

Merry Cheesemas: A Situationer on Christmas Cheese. Food and Agri Business Monitor. December 2016.

Cassava Industry in the Philippines. Food and Agri Business Monitor. August 2016.

The Philippine Potato Industry. Food and Agri Business Monitor. June 2015

Convenience Stores in the Philippines. Food and Agri Business Monitor. June 2014

A Sweet Bite of the Philippine Donut Industry. Food and Agri Business Monitor. February 2014

Up in the Air: The Philippine Inflight Catering Industry. Food and Agri Business Monitor. October 2013

Milkfish Industry in the Philippines. Food and Agri Business Monitor. August 2013

The Tilapia Industry in the Philippines. Food and Agri Business Monitor. May 2013

The Biscuit Industry in the Philippines. Food and Agri Business Monitor. March 2013

The Philippine Spirits Industry. Food and Agri Business Monitor. October 2012.

Urban Farming: The Basics of Aquaponics. Food and Agri Business Monitor. August 2012

What Lies Ahead for the Philippine Tobacco Industry. Food and Agri Business Monitor. June 2012

The Snack Food Industry in the Philippines. Food and Agri Business Monitor. February 2012

What's Brewing in the Philippine Coffee Industry. Food and Agri Business Monitor. December 2011

An Overview of the Philippine Soy Sauce Industry. Food and Agri Business Monitor. August 2011

The Sweet World of Chocolates in the Philippines. Food and Agri Business Monitor. April 2011

Philippine Cutflower Industry: A Situationer. Food and Agri Business Monitor. January 2011

CONFERENCES AND PROCEEDINGS

The Effects of Sin Tax Law in the Philippine Tobacco Industry: A Quantitative Approach to the Effects on Tobacco Farmers and Different Stakeholders. Paper presented at the 6th National Business and Management Conference Proceedings. November 9-10, 2018.

CERTIFICATIONS

Certified Professional Manager (CPM®)

International Federation of Professional Managers, March 2019-2020

Certificate number: CPM2019076

ServSafe Certification

National Restaurant Association, USA, January 2019-2024

Certificate number: 17366215

EDUCATION

Master in Applied Business Economics

Candidate, 39 units completed

University of Asia and the Pacific

Pearl Drive, Ortigas Center, Pasig City

Certificate in Climate Change Adaptation and Disaster Risk Management

University of the Philippines Open University, 2019

Los Baños, Laguna

Master of Science in Rural Development

Undergraduate, 24 units completed

Central Luzon State University

Science City of Munoz, Nueva Ecija

Bachelor of Arts in Social Sciences

Maj. in Economics, Min. in Political Science, 2008

University of the Philippines Baguio

Gov. Pack Road, Baguio City

TRAININGS

Applied Statistical Forecasting: July 2019

University of the Philippines Diliman, Quezon City

Certified Professional Manager (Mini MBA): August – November 2018

DMKompass, Inc., Bonifacio Global City, Taguig

Editorial Design: June 2018

Philippine Center for Creative Imaging, Don Chino Roces Ave., Makati City

Digital Marketing Specialist Course: March – May 2018

CIIT College of Arts and Technology, Kamuning, Quezon City

PERSONAL DATA

Date / Place of Birth	March 27, 1985 / Marikina City
Home Town	San Mateo, Rizal
Civil Status	Married