

# JOY KRISTEL ORZALES

RESEARCHER & EDITOR



## EDUCATION

**Master in Applied Business Economics (candidate)**

University of Asia & the Pacific  
2019-2022 (tentative)

**BA Social Sciences (Economics)**

University of the Philippines  
Baguio  
2002-2008

## SKILLS

### PROFESSIONAL

Research & data gathering

Benchmarking analysis

Competitiveness analysis

Value chain analysis

Statistical analysis

Microsoft Office

Adobe Photoshop

Adobe InDesign

Social Media Marketing



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Manhattan Parkway Res. Tower 1,  
Araneta Center, Cubao, Quezon City

## PROFILE

Experienced researcher for 11 years. A Managing Editor for five years for a bi-monthly publication about food and agribusiness. Skilled in industry analysis, benchmarking and competitiveness analysis, SWOT and PESTEL analysis, statistical analysis and value chain analysis. With training in applied statistical forecasting and business management.

## EXPERIENCE

### AGRIBUSINESS SPECIALIST/SENIOR RESEARCHER

**University of Asia & the Pacific | 2017**

- Managing Editor of Food and Agribusiness Monitor
- Conducts data gathering and research analysis for different clients
- Handles the social media accounts of the unit
- Handles event coordination for conferences

### RESEARCH ASSISTANT

**University of Asia & the Pacific | 2011**

- Assisted the senior researchers and Executive Director in data gathering and report writing
- Wrote industry articles for the publication
- Handled event coordination for trainings and conferences
- Handled social media accounts and website of the unit
- Organization of files

### CUSTOMER INTERACTION AGENT

**Telus International Philippines | 2009**

- Assisted customers on their inquiries regarding their account
- Suggested solutions for their problems