

KYLE CHARLES C. LUCES

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Go-to-market and commercial strategy at a consumer lender. I turn market complexity into decisions a leadership team can act on.

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 cover three business lines at once, device brand launches, digital sales channels and motorcycle financing, at a lender with 10.4 million customers, working across Creative, Digital, CRM, Analytics and Compliance on roughly 20 campaigns a year.
- **Wrote the team's playbook:** Mapped how a campaign moves from first idea to final review: seven stages, about 12 teams, and the points where sign-off is needed. It is now the standard our account managers follow.
- **Retail activation:** Ran the company's first motorcycle expo presence, a three day trade show in Cebu that captured 456 financing leads from a display-only booth with no stock on the floor. Picked it up mid-way with no handover and rebuilt the brief four agencies bid against.
- **Fixed the cause, not the symptom:** A retail partner kept having products rejected from our online marketplace, 42 of them. Instead of resubmitting, I traced the problem back to the source data rather than the submission process. Fixed there, and all 42 are now live.
- **Built something the field uses:** Designed ready-to-post templates so dealer staff could promote our financing with no ad spend, growing from 6 to 13 retail partners across more than 300 stores.
- **Read a full year of data:** Reviewed a year of consumer electronics financing, broken down by month, brand, customer type, region and funnel stage, and identified the back-to-school window as the dominant driver of annual demand.

Coca-Cola Europacific Aboitiz Philippines

Mar 2025 to Oct 2025

Internal Communications and Employer Branding Intern

- Worked with more than 20 people across HR, Operations and plant leadership to make onboarding consistent across 70-plus sites and 101 payroll kiosks. Helped produce the entries that won two regional awards.

Persquare Woodworks

Jul 2024 to Nov 2024

Sales and Marketing Intern

- Found where customer enquiries were dropping off, tested fixes, and grew enquiries by 26.3 percent, worth PHP 355.6K in monthly sales.

Pocari Sweat Philippines (Otsuka)

May 2023 to Oct 2025

Campus Brand Ambassador

- Ran 31 nationwide on-ground activations with 500-plus product trials. Named Social Media Influencer of the Year 2024 and Brand Ambassador of the Year 2023.

LEADERSHIP AND CASE COMPETITION

Mansmith Big Idea Challenge 2025, Top 3 on the Bayad case

Sep 2025

- Designed a low-cost way for a bill payment company to sell more of its services inside its own branches, 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

Dec 2021 to Sep 2023

- Led the creative team through a flagship event with 24 sponsors and 937 registrants. The organisation reached Top 5 National Finalist at the Agora Youth Awards 2023 and was named Best Student Organisation.

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. Nestle 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

Strategy and analysis: Go-to-market planning, e-commerce catalogue and marketplace operations, market sizing, competitor analysis, customer segmentation, funnel analysis, campaign and portfolio review, structured problem solving

Delivery: Integrated campaigns across CRM, paid digital and on-ground activation, partner and channel enablement, stakeholder management, executive presentations

Tools and language: Excel (advanced), PowerPoint, Google Workspace, Power BI, Meta Business Suite, Canva, Notion; daily use of AI tools; learning SQL and Tableau. English (professional fluency), Filipino (native)