

CAREER PORTFOLIO

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CAREER BACKGROUND

Core Strengths:

- Gained four years of professional experience in handling public relations, marketing and event management.
- Has the ability to plan, manage and design various public relation and marketing programs and strategies.
- Knowledgeable in graphic designing, video editing and other multimedia platforms that are useful in generating an audience.

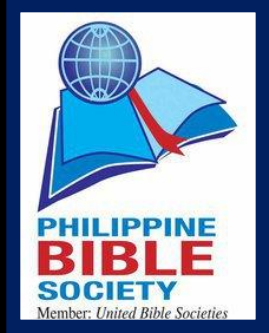


TECHNICAL SKILLS

- Computer Literate – PC and MAC programs, OS Windows XP, 7 and 8.
- Proficient in Microsoft Office applications (Word, Excel, Powerpoint). Micro Blogging (wordpress, blogspot, etc.) and social media applications.
- Video Editing – Corel Video Studio Pro X5, ULEAD Video Studio (Version 11), Adobe Premiere and After Effects and Sony Vegas Movie Studio (Platinum 10)
- Graphic Designing and Publication – Adobe Photoshop CS3-CS5, Adobe Illustrator, Adobe InDesign and Corel Draw.



PROFESSIONAL EXPERIENCES:



Actress and host Dianne Medina promotes the organization.



LRTA partnership for National Bible Week.

Philippine Bible Society

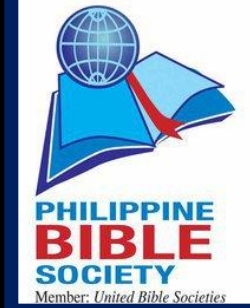
UN Avenue, Manila

Media and Public Relations Officer

September 2012 - present

- Responsible in handling the media and other communications that will engage and encourage the public to read the Bible and support the projects of the organization.
- Contributes in developing and organizing special events and activities of the organization.

PROFESSIONAL EXPERIENCES:



WOW Unity Basketball Game with PBA Icons (November 2012).

- Contributes in developing and organizing special events and activities of the organization.



PBS partners with Right Start for the NBW for underprivileged kids. (Jan 2013)



MTBO Bible Run 2 (March 2013)

Bible Run 2 Online Videos

YouTube PH

Jason Christian Tongko 0

PINAGHANGARAN

Yeng Constantino supports MTBO Bible Run 2
biblemediaph · 9 videos
Subscribe 5

JENNICA GARCIA
HOST / ACTRESS

PIOLO PASCUAL
MULTIMEDIA ARTIST

MYCHOS presents YENG CONSTANTINO
Album Launch

Bible Run 2
3K 5K 10K
TAKBO KO: BIBLIA PARA SA PILIPINO

BusinessMirror
A broader look at today's business
www.businessmirror.com.ph

PBS seeks funds to subsidize printing of 5 million Bibles
DAILY PHILIPPINE BUREAU
Published on Sunday, 10 March 2012 10:10 Written by: [Name Redacted]

PBS General Secretary Nora O. Lucero made the appeal during the Bible Run 2 on Sunday held at the Quinsig Corporation in Manila.

"You are grateful that different churches and groups are supporting, as in this Bible week, it's not sure that if people read the Bible and live out its teachings, our country will be transformed," Lucero said.

The campaign aims to raise funds for the printing and distribution of Bibles at the subsidized price of P20 each, with a goal of 5 million Bibles, and a website and social media at the support of PBS.

- Writes and develops information and promotion materials for PBS campaigns and events like National Bible Week and May They Be One (MTBO) Bible Run 2 held last January and March 2013.
- Documents PBS events in multimedia formats and shares all the media-related efforts on social media.

PROFESSIONAL EXPERIENCES:



Mariwasa Siam Ceramics, Inc.,

Fort Bonifacio, Taguig City

Brand Marketing Officer,

December 2011 – July 2012

- Handled brand and marketing activities such as sales promotions and merchandising efforts for North, Central and South Luzon dealers.
- Updated the official website (www.mariwasa.com) and created the social networking sites of the company (facebook, twitter and youtube).
- Initiated public relation efforts for the company like conduction of press conference, ABS-CBN partnership and facilitation of media interviews during the Worldbex Construction Exhibition (March 14-18, 2012).

Mariwasa Siam Ceramics, Inc.,

- Handles brand and marketing activities such as sales promotions and merchandising efforts for North, Central and South Luzon dealers.



- Sponsored UAP Bicol region event in Legazpi, Albay. (April 29 - May 1, 2012)



- Created, monitored and evaluated marketing and merchandising efforts of the company for 35 Luzon dealers.

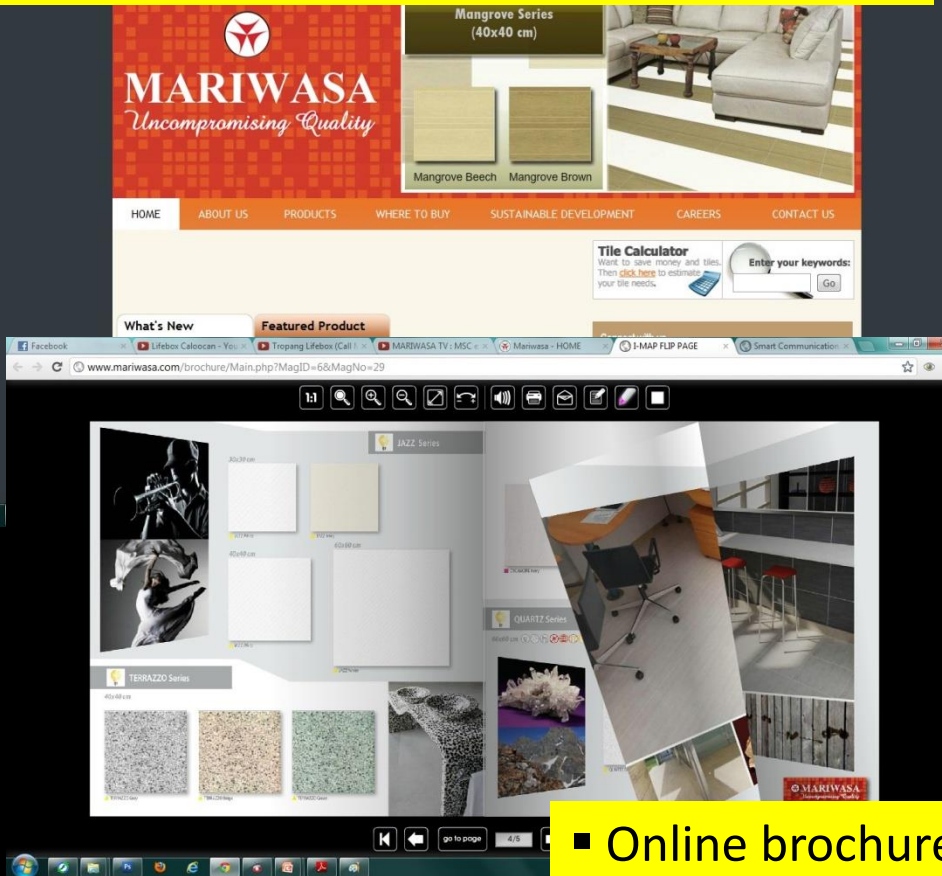


PROFESSIONAL EXPERIENCES

Mariwasa Siam Ceramics, Inc.,

- Updated the website (www.mariwasa.com) and created the social networking sites of the company (facebook, twitter and youtube).

- Developed new contents for the website.



- Online brochure



- 896 friends and 596 likes on facebook (2 months)
(www.facebook.com/MariwasaCeramicTiles)



- 2,988 views on Youtube (5 mos.)
(www.youtube.com/mariwasaTV)

PROFESSIONAL EXPERIENCES

Mariwasa Siam Ceramics, Inc.,

- Initiated public relation efforts for the company like conduction of press conference, ABS-CBN partnership and facilitation of media interviews during the Worldbex Construction Exhibition (March 14-18, 2012).



- Created viral videos available online.



- Conceptualized print ad campaign (Feb 2012)

PROFESSIONAL EXPERIENCES

PROFESSIONAL EXPERIENCES:



Philippine Red Cross

Bonifacio Drive, Port Area,
Manila

Communications Assistant,
Dec. 2008 – Nov. 2011

Special Projects and Freelance
video editor for Comms. office,
Dec. 2011 – present

- Assisted the Chairman and Communications Manager in devising and implementing communication programs and strategies.
- Developed and proposed advocacy campaigns for the organization including the PRC's "I Move. I Give. I Love" inspirational album and "Shop and Share" celebrity online auction during Typhoon Ketsana.
- Handled media relations and maintained good relationship with the media to ensure positive image of the organization to the public.
- Gathered, researched and prepared communications material for external and internal audiences.
- Contributed in developing and organizing Philippine Red Cross special events and activities.
- Created web content concepts for the official website and established social networking sites of the organization.
- Produced AVPs and video documentaries including the two international 2-minuters film entries "Purpose" and "One Blood, One Race" exhibited by Hungarian Red Cross and Singapore Red Cross.

Philippine Red Cross



- Developed and proposed advocacy campaigns for the organization including the PRC's "I Move. I Give. I Love" inspirational album and "Shop and Share" celebrity online auction during Typhoon Ketsana.

- I Move. I Give. I Love campaign



- Call to action music video



- Album mall Show



- ASAP launch

PROFESSIONAL EXPERIENCES

Philippine Red Cross



- Developed and proposed advocacy campaigns for the organization including the PRC's "I Move. I Give. I Love" inspirational album and "Shop and Share" celebrity online auction during Typhoon Ketsana.



Shop N Share Celebrity Auction

TV interviews



www.shopandshare.ph

SHOP&SHARE
Rebuild Through Fashion featuring Items from Today's Hottest Celebrities
ENTER >>

home | auctions | about | donate

SHOP&SHARE
Rebuild Through Fashion featuring Items from Today's Hottest Celebrities

featured items >



Louis Vuitton Neverfull
KRIS AQUINO

place bid



Louis Vuitton Handbag
ANGEL LOC SIN

place bid



Louis Vuitton Slingback
CRISTINE REYES

place bid



welcome >

We are celebrities who have been exceptionally blessed by your love and support. We witnessed for ourselves the devastation brought about by "Ondoy" and "Pepeng". We felt compelled to share not just our voices and our time, but from our own closets. These items have meaning in our lives and now they'll become even more meaningful because they'll help rebuild broken homes and broken dreams.

Because of you we are where we are. And now with you, together, we can help our fellow Filipinos move forward, even just one step at a time. Maraming salamat sa pagbibigay nyo ng paniniwala sa amin. We love Philippines! We love you :)

- Ms. Kris Aquino

celebrity supporters >



ez for www.shopandshare.ph

Subscribe 37 videos



PROFESSIONAL EXPERIENCES

Philippine Red Cross



- Handles media relations and maintains good relationship with the media to ensure positive image of the organization to the public.



- Soul Mix feature episode



- Kulilits feature episode



- Rosa Rosal was interviewed by Ginger Conejero during Cats Press conference. (July 2010)



- CNN interview on Hostage Crisis

PROFESSIONAL EXPERIENCES

Philippine Red Cross



- Gathered, researched and prepared communications material for external and internal audiences.



- My interview to Illegal recruitment victims in Ivory Coast (May 2009)



- ICRC kidnapping in Sulu (Jan 2009)

Philippine Red Cross



- Contributed in developing and organizing Philippine Red Cross special events and activities.



- Katy Perry – Rock for Relief concert



- Turn-over ceremonies



- Press conference for Japan earthquake



- Event and technical coordination

PROFESSIONAL EXPERIENCES

Philippine Red Cross

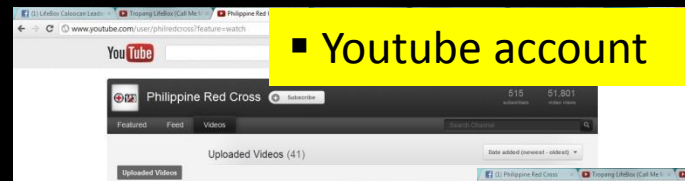


- Created web content concepts for the official website and established social networking sites of the organization.

SNS	Account Address	Audience (Nov 2011)
Facebook	www.facebook.com/phredcross	18,245 likes
Twitter	www.twitter.com/philredcross	278,523 followers
Youtube	www.youtube.com/philredcross	51,701 views 39 videos



- Twitter Account



- Youtube account



- Facebook account



- Official website
(www.redcross.org.ph)

PROFESSIONAL EXPERIENCES

Philippine Red Cross



- Produced AVPs and video documentaries including the two international 2-minuters film entries "Purpose" and "One Blood, One Race" exhibited by Hungarian Red Cross and Singapore Red Cross respectively.

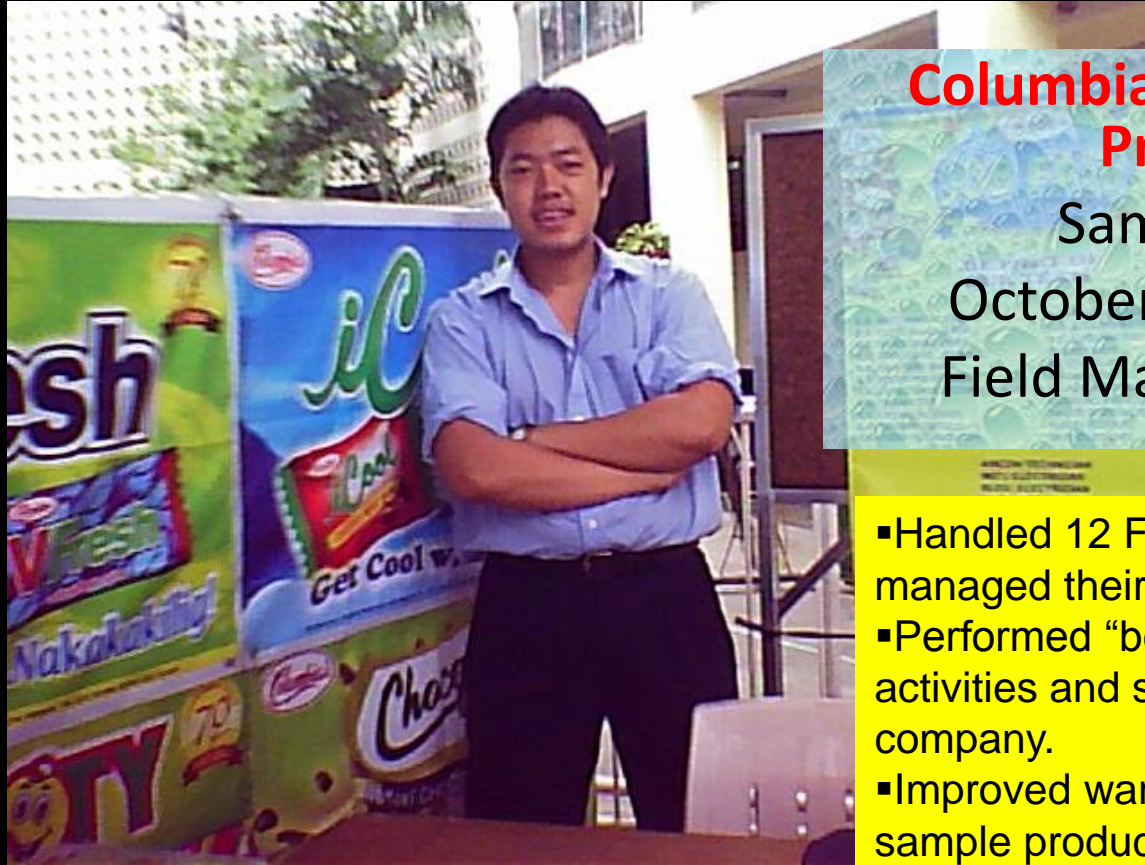


- One Blood, One Race (Singapore)

- Shoot for Life film marathon (Nov 2008)

PROFESSIONAL EXPERIENCES

PROFESSIONAL EXPERIENCES:



Columbia International Food Products, Inc.,

Sampaloc, Manila

October 2007 – June 2008

Field Marketing Supervisor

- Handled 12 Field Marketing staff and managed their daily field assignments.
- Performed “below-the-line” marketing activities and special events of the company.
- Improved warehouse conditions of the sample products by setting new standards for better sanitation and management.

PROFESSIONAL EXPERIENCES:

Asian
Alliance
Against

Global
Warming

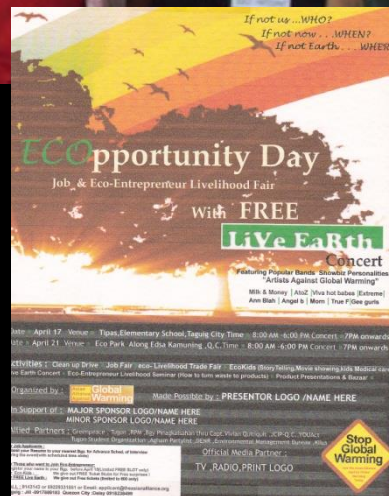


Asian Alliance against Global Warming

Ortigas Center, Pasig City

January – July 2007

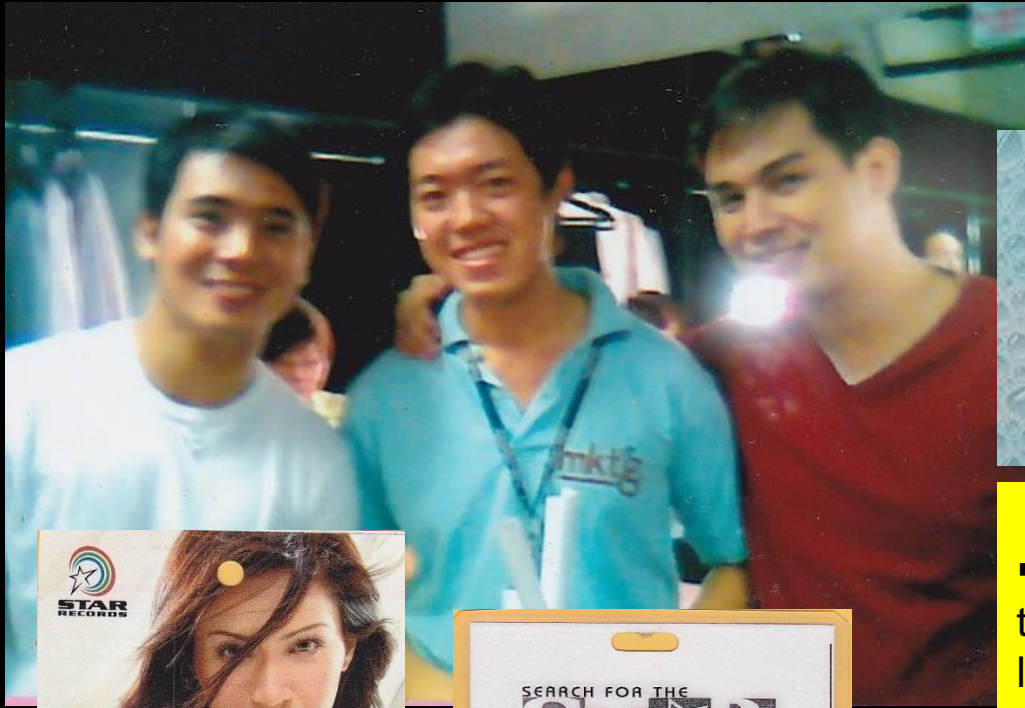
Project Officer for EcoYouth Program



- Conducted public relations and advocacy campaigns that will generate awareness about “Global Warming” and “Climate Crisis” especially among the youth.

- Acted as a Creative Director for special events of the organization including Live Earth concert, EcoKids and Ecoopportunity events participated majority by the youth.

PROFESSIONAL EXPERIENCES:

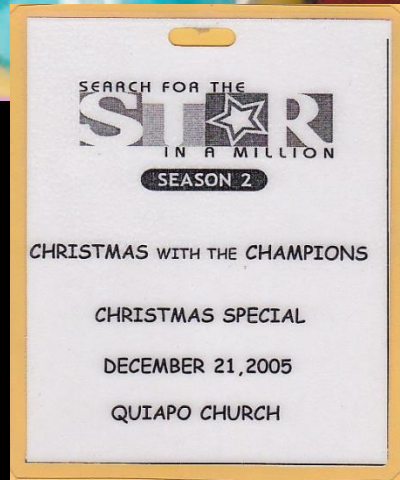
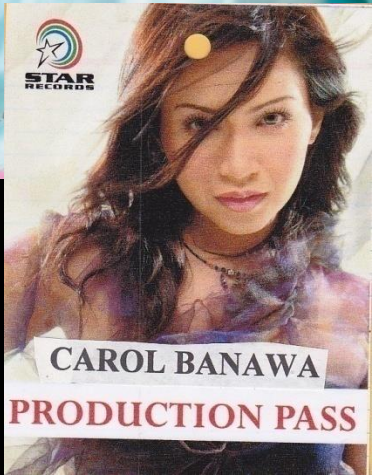


ABS-CBN Star Recording, Inc.

Diliman, Quezon City

December 2005 – April 2006

Talent Handler (OJT)



- Assisted the Road Managers in handling their contract artists under Star Records label.
- Handled coordination and booking agreements with the clients.
- Proposed a plan to Star Records on how they can further promote their roster of talents.
- Coordinated on events and promotional activities of the company.

EDUCATIONAL ATTAINMENT:



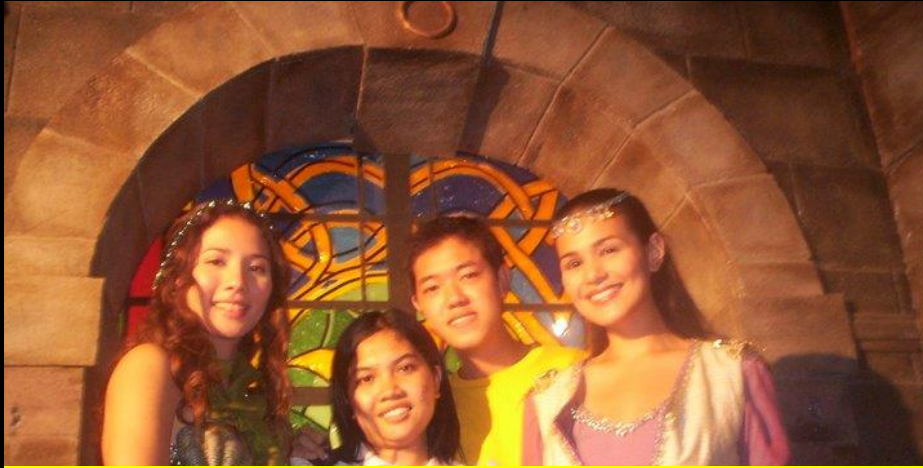
Pamantasan ng Lungsod ng Maynila 2002 – 2006

Intramuros, Manila

Bachelor of Science in Business
Administration major in Marketing

- Awarded as marketing champion for Alithea Marketing Case competition in 2006.
- Awarded Photo journalist in the campus and become member for school publication “Business Access Magazine.”
- Conducted special events like symposiums, student affairs, sports competitions and fundraising concerts for the campus.
- Voted as class room president for two years (2004-2006).

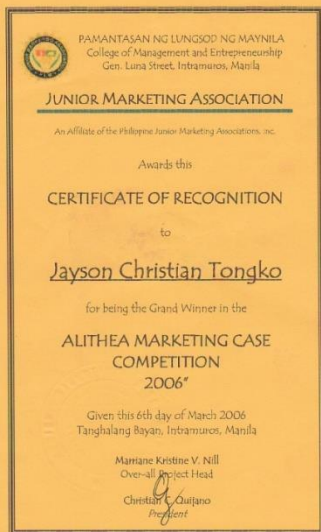
COLLEGE INVOLVEMENTS:



➤ Get GMA as the main sponsor for fantasy themed Business / College week.



➤ Marketing case
Grand champion
(April 2006).



➤ Conducted special events like symposiums, student affairs, sports competitions and fundraising concerts for the campus.

➤ Voted as class room president for two years (2004-2006).

PROFESSIONAL TRAININGS:



➤ **CINEXPO 2011: Anatomy of Filmmaking**

ABS-CBN Film Productions, Inc. and SM Cinema
SM Centerstage, SM Mall of Asia, Pasay City, (August 18-20, 2011)

➤ **Photography workshop**

International Federation of Red Cross (IFRC) and Reuters
Philippine Red Cross, National Headquarters, Manila (April 2011)

➤ **Film Mentoring Workshop**

ABS-CBN Foundation and Dante Mendoza
Mother Ignacia St., Quezon City (August-September 2010)

➤ **Water Safety Training Course**

Philippine Red Cross Safety Services
PRC, National Headquarters, Manila (June – August 2010)

➤ **Media Relations workshop**

Amnesty International, Inc.
Mother Ignacia St., Quezon City (February 26-27, 2010)



PROFESSIONAL TRAININGS:

➤ ICRC IEC Production Workshop

International Committee of the Red Cross – SEA Regional office Palm Garden Hotel, Putrajaya, Malaysia
(May 16-22, 2009)



➤ Content Management System and Web Training

Philippine Red Cross - IT Office
Philippine Red Cross, National Headquarters, Manila
(February 2009)



➤ Training in Putrajaya, Malaysia

➤ Training in Tagaytay

PROFESSIONAL AWARDS & RECOGNITIONS:

➤ Manila Bus Hostage Crisis operation

Excellence and Service Awardee (Sept. 2010)

➤ Shoot-4-Life Film Marathon, Hungarian Red Cross

2nd Place winner for the 2 minuter film "Purpose" (Dec 2008)



SHOOT FOR LIFE FILM MARATHON
2nd Prize Winner



➤ Manila Bus Hostage taking recognition

➤ Displayed in PRC Museum

COMMUNITY AFFILIATION:



VICTORY

Honor God. Make Disciples.

➤ Victory Christian Fellowship (Caloocan)

July 2011 – present

- Victory Group Leader (Kids and Youth)
- Life Coach, Real Life Foundation
- Technical and communications support



Tropang LifeBox (Call Me Maybe 2.0) HD

jayceetongko15



Subscribe

79 videos

CALL ME **LifeBox**



Preparing students for LIFE



COMMUNITY AFFILIATION:



➤ Philippine Red Cross

December 2011 – present

- Volunteer for Communications office
 - Disseminate information during emergencies through social media.
 - Produces video materials for the organization and upload it online.
 - Regular blood donor and conduct blood donation drive in communities.
 - Referral of corporate partners.



COMMUNITY AFFILIATION:



➤ Philippine Marketing Association

April 2006 – present

- Member, Marketing practitioner
- Attend annual gathering for marketing professional.
- Knowledge equipping of latest trends in marketing.

