

JASON CHRISTIAN J. TONGKO

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Career Objective:

To obtain a position in the field of public relations, events and marketing where I can contribute my knowledge and skills to meet the goals and objectives of the organization

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.

Professional Experiences:

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

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 of the company like conduct of press conferences, ABS-CBN movie intrusion partnerships and facilitation of media interviews during the Worldbex Construction Exhibition (March 14-18, 2012).

Philippine Red Cross, Bonifacio Drive, Port Area, Manila

Communications Assistant, December 2008 – November 2011

Special Projects and Freelance Video Editor for Communications Office, December 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 auction website during Typhoon Ketsana.
- Handled media relations and maintained good relationship with the media to ensure positive image of the organization to the public.
- Created new 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.

Columbia International Food Products, Inc., Sampaloc, Manila

Field Marketing Supervisor, October 2007 – June 2008

- 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.

Asian Alliance against Global Warming, Ortigas Center, Pasig City

Project Officer for EcoYouth Program, January – July 2007

- Conducted public relations and advocacy campaigns to 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.

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 as Photo journalist in the campus and became member for school publication “Business Access Magazine.”
- Conducted special events like symposia, student affairs, sports competitions and fundraising concerts for the campus.

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)

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

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)

Professional Awards and Recognition:

Manila Bus Hostage Crisis operation
Excellence and Service Awardee (September 2010)

Shoot-4-Life Film Marathon, Hungarian Red Cross
2nd Place winner for the 2 minuter film “Purpose” (December 2008)

Technical Skills:

- Computer Literate – PC and MAC programs, OS Windows XP, 7 and 8.
- Proficient in Microsoft Office applications (Word, Excel, Powerpoint). Web Blogging (wordpress)
- 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, InDesign and Illustrator) and Corel applications.

Work Reference: <http://jason4humanity.wordpress.com/>