



Maria Carmelia Galapon

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ONLINE PORTFOLIO

Education

Ateneo de Manila University, August 2021 – Present
Masters in Communication

University of Melbourne, March 2015 – December 2017
Bachelor of Arts: Politics and International Studies, and Media and Communications

Professional Experience

Philippine Business for Social Progress, September 2022 – Present (Philippines)

Graphic and Communications Specialist

- Develop, design, and manage the GA website platform via Wix;
- Design and produce posters for the Learning Sessions and the GA;
- Create event banner for the GA sponsorship, google form registration, and GA-related letters;
- Design the Zoom backgrounds for the Learning Sessions and GA session;
- Draft letters for sponsors, speakers, and participants;
- Assist in the content and design of the Annual Report video;

First Philippine Industrial Park, March 2022 – Present (Philippines)

Communications Associate

- Develops and implements social media content and email newsletters through copywriting and graphic designing with the objective to increase online content engagement and awareness of FPIP, building on existing channels or creating new ones
- Writing and formats target-audience-oriented media and press release materials, articles, features on products and services
- Conceptualizes and writes advertisements for tarpaulins, billboards, among others
- Creating internal communications material, such as presentations, newsletters, and announcements and ensuring each will reach relevant internal stakeholder in a timely manner
- Researches latest trends and introducing innovative ways to share messages on digital and offline platforms
- Liaises with different business units and stakeholders across the company to marketing and communication strategies for current and upcoming products
- Liaises with external consultants to conceptualize, generate, and produce on-brand materials for marketing campaigns and initiatives
- Communications lead for FPIP's CSR arm, which entails the responsibility of overseeing the rebranding of the group, close collaboration with the CSR team, and producing digital and PR release to promote and raise awareness about its initiatives

Philippine Business for Social Progress, May 2019 – February 2022 (Philippines)

Communications Officer for Zero Extreme Poverty Philippines 2030 (ZEP2030)

- Developed and implemented communication plan and strategies for ZEP2030
- Developed content for ZEP2030 communication materials and collaterals (e.g., copywriting, graphic designing, video editing, managing of live stream seminars)
- Wrote, designed, and published content ZEP2030 social media platforms and the ZEP2030 website

- Managed communications and promotional materials for special events
- Create and develop communication materials for internal communications coalition-wide (minute-taking, preparation of business letters, compilation of working documents, distribution of minutes, and other relevant documents)
- Assisted in planning and organizing ZEP2030-related national and local activities
- Collaborated with relevant stakeholders to produce and disseminate stories and write-ups about ZEP2030 partners and on-the-ground initiatives
- Assisted in resource mobilization for ZEP2030

Make Studios Inc, July 2018 – May 2019 (Philippines)

Post-Producer's Assistant

- Oversaw project management and monitoring including post-production scheduling, minute-taking, and preparation and compilation of relevant working documents
- Collaborated with relevant clients, agencies, producers, and directors to align goals and ensure the timely turnaround of deliverables
- Supervised and coordinated with external contractors and talents to ensure outputs align with the desired goals of the project
- Managed the administration of the department and organized paperwork, documents, proper storage of final video and audio masters and offline editorial materials
- Acted as point of contact for post-production needs
- Handled costing, budgeting, and bidding processes for the projects
- Handled the company's social media activities

Freelance Experience

Caucus of Development NGO Networks (CODE-NGO), December 2021 (Philippines)

Video Editor

- Rendered a 5 to 10-minute synthesis video on the "CODE-NGO and youth Coalition for Unity and Development: Philippines-Cambodia Online Study Tour, Learning Experience on Civic and Political Engagement in the Philippines"

JMLC Media and Marketing, March 2019 – May 2020 (Philippines)

Contributing Writer

- Contributed a handful of lifestyle, travel, and business articles that highlighted the Philippines' economic development and tourist hotspots

Skills

- Excellent command of the Filipino (native) and English languages
- Adequate knowledge of Adobe Photoshop, Premiere Pro, and Lightroom
- Basic capabilities in photography
- Substantial experience in content writing and copywriting for both external and internal communication materials
- Substantial experience in social media management