

CLARABELLE S. REYES
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CAREER HIGHLIGHTS AND COMPETENCIES

- ✓ 10+ years of experience in the broadcasting industry
- ✓ Solid background in media management, news catalog and business writing, customer service
- ✓ Proven skills in team management, working in a fast-paced environment, workflow formulation
- ✓ Demonstrated ability to create backbone for CNN Philippines' Media Management and News Library department
- ✓ Proficient in MS Office, Outlook, broadcast technologies such as Avid, Harris, Spectra, Etere, IBM storage
- ✓ Good oral and written communication skills; fluency in English, Tagalog

EMPLOYMENT HISTORY

Media Management supervisor (May 2019-present)

Nine Media Corp. (CNN Philippines), Mandaluyong city, Philippines

Responsibilities:

- Oversees 24/7 operations of Media Management and News Library
- Approves ingestion, archival of media assets using the Avid technology and Spectra tape libraries
- Manages the sustainability of broadcast media storage
- Communicates workflow parameters to production, editing, IT and broadcast technical teams
- Keeps coaching sessions with team members
- Monitors workload assignment and prepares schedule of team members
- Screens and trains team new-hires
- Substitutes ingestors or catalog writers when circumstances require
- Processes outsourced client video requests
- Responsible for department peripheral and storage inventory and requests

Experiences being gained:

- Sharpening decision-making and leadership skills
- Demonstrating strong professional relationships
- Leading the execution of team transition to new broadcast system
- Designing migration plan for the old archives

Media Management Officer I - Team leader (October 2013-April 2019)
Nine Media Corp. (CNN Philippines), Mandaluyong city, Philippines

Responsibilities:

- Monitors Media Management Room services in rotation shift
- Ensures fact correctness, search keyword optimization of video catalog
- Monitors workload assignment and prepares schedule of team members
- Conducts coaching sessions with team members
- Screens and trains team new-hires
- Substitutes ingestors or catalog writers when circumstances require
- Communicates closely with the News Library team lead in implementing and improving overall operations of Media Management News Library

Experiences gained:

- Gathered principles and roles upon witnessing company rebranding from Solar Television to 9News to Nine Media Corp.
- Strengthened leadership skills and teamwork
- Established workflow and vision for a more focused operations of Media Management and News Library
- Exceptional versatility in terms of responsibilities and schedules

Media Management Assistant (May 2012-September 2013)
Nine Media Corp. (CNN Philippines), Mandaluyong city, Philippines

Responsibilities:

- Receives and manages ingestion of camera media, remote and studio feeds using Harris Broadcast – Imagine Communications tools
- Inputs and updates metadata of ingested video materials in the system
- Works closely with live coordinators, editors, associate producers
- Cues video assets to archival storage
- Provides video research assistance by referring to ingest and archive logs
- Endorses used camera cards to custodian

Experiences gained:

- Broadened Digital Asset Management background
- Intensified passion in journalism and working in the newsroom
- Participated in company planning activities
- Earned maturity in a fast paced environment by multi-tasking and delivering output with grace under pressure

Laundry attendant (January 2011- March 2012)

Five Star Laundry Systems, Ontario, Canada

Responsibilities:

- Sorts, folds and presses towels and linens of various hotel clients
- Properly and orderly put towels and linens in bins
- Prepares accurate inventory

Experiences gained:

- Capability of meeting physical demands for 8 hours or more
- Established strong work ethics and teamwork with different people of culture, personality and age
- Ability to effectively communicate in the English language
- Learned to use industrial laundry machines

News catalog writer (May 2010- November 2010)

ABS-CBN Corporation, Quezon City, Philippines

Responsibilities:

- Reviews raw video materials and creates shot descriptions and a detailed news story
- Tags prominent personalities and important events, listens to speeches and records important soundbytes on tape
- Meets the daily quota total of three hours of video duration per day

Experiences gained:

- Honed news writing and research skills
- Enriched knowledge and familiarity with the goings-on in the media broadcasting industry
- Quick system to work independently under minimum supervision
- Willingness to work at irregular hours

Subject Matter Expert – Business writer/proofreader (July 2008- March 2010)

Transcom Worldwide Inc., Pasig City, Philippines

Responsibilities:

- Proofreads real-time email/whitemail agent responses
- Conducts coaching with agents to improve their business writing skills
- Presents remote monitoring of agent responses using a proofreading form
- Prepares weekly grammar tests for agents
- Calibrates with team leads and Quality Assurance Department to identify areas of opportunity in customer service
- Selects best responses for the Quality Wall
- Performs frontline duties when email/whitemail volume is high

Experiences gained:

- Acquired product knowledge in British internet and phone Billing customer service
- Attention to details, improved proofreading techniques
- Possession of strong independent character, outstanding leadership and organizational skills
- Confidence working in a global setup
- Adaptability to work at irregular hours

EDUCATION

Bachelor of Arts in Journalism (2004-2008)
University of Santo Tomas (UST), Manila, Philippines

AFFILIATION AND ORGANIZATION

- UST Journalism Society (2004-2008)
- The Journalese, the official newsletter of the UST AB Journalism Society, writer (2007-2008)
- UST- UNICEF, member/ volunteer (2007- 2008)
- CFC Youth for Christ, member (2000-2008)

TRAININGS AND SEMINARS

- **The Rub on Writing with Conrado de Quiros** (UST, Manila, 2006)
- **4th Annual Jose Villa Panganiban: Challenges of a Multimedia Journalist**
(UST, Manila, 2006)
- **Inkblots 2007: The 9th UST National Campus Journalism Fellowship, fellow**
(UST, Manila, 2007)

CHARACTER REFERENCES

Miss Jane Santos

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Nine Media Corp (CNN Philippines)
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CEO/President
Five Star Laundry Systems
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