



Edilberto "JON" Magat Jr.

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Linked in

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QUALIFICATIONS

- Bachelor of Arts major in Mass Communication
- Civil Service Eligible (Professional – average of 85.68)

EXPERTISE

Corporate Communications

- Corporate Brand reputation management; Creating and implementing communication plan and budget for the fiscal year; Works with 3rd party agencies; Monitors publicity campaigns – traditional and digital media; Plans and writes contents for the corporate newsletter/internal web page; Oversees contents and writes for the corporate website; Writes press releases and advertorials; Drafts corporate official statements; Part of Crisis Management team; Maintains media relations; Radio program producer; Online content producer; Supervises corporate events; Manages the internal and external communication units, and supervises the digital team; take part in the company's Corporate Social Responsibility

Media Practitioner

- Writes and produces news scripts for TV; supervises AV editing; Writes and produces news items for radio; News reader; Produces program script for commentary & public service programs; Coordinates guests for radio programs; Transcribes articles; Beat reporter

Customer Service / Brand Marketing

- Engage in planning and execution of marketing activities for St. Edward School; Coordinates orders and sales with nationwide distributors (FMCG); Prepares monthly in-house inventory report; Conducts warehouse inventory; Prepares sell-in and sell-out monthly reports; Sells and recommends mobile products; Qualify new mobile subscribers; Perform after-sales services to existing subscribers; Prepares daily and weekly sales reports; Sells and recommends bank products; Processes opening of new accounts, investments, and bills payments; Perform after-sales services to existing bank clients; Respond to subscribers' queries through mail

JOB HISTORY

Traditional Communications Head (December 2017 to present)

Corporate Communications Assistant Manager (April 2013 to December 2017)

Corporate Communications Officer (March 2012 to April 2013)

Property Company of Friends, Inc. (PRO-FRIENDS)
#55 Tinio St., Brgy. Addition Hills, Mandaluyong City

February 2011 to February 2012

Writer-Producer; pinch-hitter for AP-editing - State of the Nation with Jessica Soho, GMA News TV

August 2011 to January 2012

Writer-Producer - Balita Pilipinas Ngayon, Balintanghali – GMA News TV

April 2005 to February 2011

Sales Coordinator / Customer Service Associate

Integrated Marketing & Distribution Services (IMDS) Corp., #80 E. Rodriguez Jr. Ave., Libis, Quezon City

November 2002 to June 2003

Customer Care Specialist

DIGITEL Mobile Philippines, Inc. (SUN Cellular), Galleria Corporate Center, Ortigas Center, Pasig City

March 2001 to July 2002

New Accounts Clerk / Customer Service Assistant

Equitable Banking Corporation, Makati City

August 2000 to February 2001

Customer Care Staff

Digital Telecommunications Philippines, Inc. (DIGITEL), E. Rodriguez Jr. Ave., Libis, Quezon City

September 1998 to March 2000

Beat Reporter (Malacanang) / Production Coordinator / News Writer / News Reader

Christian Era Broadcasting Service, Inc., 887 Maligaya Bldg. 2, EDSA, Quezon City

EDUCATIONAL BACKGROUND

AB Mass Communication (March 1998)

New Era University, Central Avenue, Brgy. New Era, Quezon City

BS Industrial Engineering (1992 to 1994)

University of Santo Tomas, Sampaloc, Manila

Certificate course on MS Office Application & Basic Internet (October 2002)

Certificate course on Corel Draw 8.0 (July 1999)

Informatics Computer Institute

TRAININGS

- Issues & Crisis Management, Inquirer Academy (March 2016)
- Media training observer with Ces Drilon (2012) & Jing Castaneda (2014)
- With **call center training** as an outbound agent at *Contact Point Outsource Services, Inc.* (Sept. to Oct. 2004)
- Attended training for **Integrated Customer Management System (ICMS)** (Jan. 2003)
- **MALAYA Newspaper, police beat** – published news story...October 09, 1997
- **Eagle Broadcasting Corporation DZEC 1062 kHz** – Radio News & Production
- **VIVA Television** – Production Assistant, Anna Karenina
- **TAPE Inc.** – Live TV noontime show Production Assistant, clerical works

PERSONAL / OTHER INFORMATION

- Has travel experience in North America and has engaged in volunteer works
- Has done **volunteer work in Sawmill Valley Public School (Peel Region)** (2003 – 2004)
- 5-year Service Awardee, Property Company of Friends, Inc.
- Forum moderator in the biggest Filipino Online Community, Pinoy Exchange dot com.
- Columnist in the e-zine website, <http://tinig.com>, since September 2010
- Has worked as **part time writer** in *JOBFINDER Magazine*, feature article published in 12-May, 2000
- Recognized as **Best Cinematographer** in the *4th Annual Mass Comm. Awards*, New Era University
- Alumni and **former president (1997) & production coordinator (1998)** of the college choir, New Era University Glee Club (1994-1998)
- Guested in a lifestyle talk show, *The Sweet Life* (QTV 11, 2008, 2009)
- Hobbies include blogging, browsing the internet, reading materials of my interest, spending quality time with my family.
- **Date of Birth** – May 12, 1976
- **Civil Status** – married
- **Languages / Dialect Spoken & Written** – English, Tagalog, Kapampangan
- Has non-professional drivers' license
- Sunday School Teacher and church choir leader, Iglesia Ni Cristo

REFERENCES:

Joy De Joya – Corporate Communications Head, PRO-FRIENDS, (+63) 917-853-4797

Romel Bernardo – CEO, Direk Fuels (+63) 917-717-1631

Ana Marie Balane-Fuderanan – Executive Producer, News TV Live / Associate Producer, State of the Nation with Jessica Soho, GTV 11 (+63) 929-794-9604

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