

ANTONIETTE T. ANDULAN

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Experienced Corporate External Relations Manager with a proven track record of leading advocacies, building relationships with key stakeholders, and promoting corporate social responsibility.

Professional History:

Corporate External Relations Manager

Aboitiz Construction (January 4, 2022 – Present)

Responsibilities:

- Drives the development and management of Aboitiz Construction's advocacies that support the company's business goals.
- Develops and sustains relationships with key personnel in government agencies and regulatory bodies and different Aboitiz Group business units for cohesive execution of advocacy programs
- Manages the mobilization of internal resources and external partners for the company's advocacies.
- Monitors and advises the leadership on critical proposed policies, regulator developments, or government actions that may affect Aboitiz Construction's interests.
- Lead the corporate external relations team to ensure that business direction is carried out and to enable them with tools and frameworks to deliver the goals.
- Oversee the creation and implementation of Aboitiz Construction's social responsibility objectives aligned with the Aboitiz Group's CSR objectives.
- Coordinate regularly with Aboitiz Group Foundation for Corporate and BU requirement and support for CSR related programs.
- Communicate and report to various stakeholders Aboitiz Construction's sustainability efforts.

Career Highlights:

- Network of NGO partners grew by 70%
- Advocacy programs cited as reason for joining or staying with the company in the last employee engagement survey
- CSR programs like Brigada Eskwela (Toledo, Cebu), DRRMO Risk Training (Mariveles, Bataan; Balamban, Cebu, and Malvar, Batangas), Tree Planting (Malvar, Batangas), Clean-up drive (Malvar Batangas), Blood Letting (Malvar, Batangas) were well-received by partner agencies.

Stakeholder and Alliance Manager

Metro Pacific Tollways (November 4, 2019 – December 31, 2022)

Responsibilities:

- Developed and implemented advocacy programs that focused on building partnerships with local communities to improve road safety and environmental protection.
- Developed and implemented the external relations plan of the company, ensuring that it was aligned with the company's CSR goals and objectives.
- Built and maintained relationships with key government and industry partners to promote the company's advocacies and collaborate on projects.

- Lead the stakeholder management department to ensure alignment with the business goals, and provide support that will enable them to deliver on the goals.

Career Highlights:

- Road accidents reduced to 80% after implementation of program.
- Employee participation thru volunteerism (Pamaskong Handog and Alaga sa Kapwa Oras Oras) improved by 70%
- Partner agencies increased by 50%
- Advocacies were lauded both by barangay and at the LGU level: Love Dogs, Save Lives, Drayberks, Pamaskong Handog ng MPTSouth, Alagang Kapwa Oras-Oras (a monthly donation drive), Brigada Eskwela (MPTSouth host communities), Kabuhayan para sa Barangay(livelihood donation)
- MPT South's Bayani Ka Road Safety Activity Book recognized at the 58th Anvil Awards.
- Beautification project along the alignment as part of environmental and sustainability efforts of the company.

Advocacy Manager

Manila Water (August 2013 – November 2019)

Responsibilities:

- Developed relationships with key industry associations to promote the company's advocacies and collaborate on projects.
- Served as the focal point for Environment Committees headed by various National Government Agencies, helping to advance the company's environmental goals.
- Managed the Lakbayan program, an advocacy program that promotes water conservation and environmental protection through information, education and communication.

Career Highlights:

- Lakbayan and Toka Toka received various citations from Quill and Anvil (2014-2018)
- Better relationships with NGAs resulted in improved turnaround time for permits and collaboration opportunities.

Public Relations Officer

DOTC-MRT3 (July 2011–August 2013)

Responsibilities:

- As the official spokesperson, championed MRT3 reputation as a reliable and customer-centric public transportation system.
- Developed and managed activities and training programs for employees to build a customer-centric culture.
- Managed internal and external communications, ensuring a consistent and positive message across all channels.

Career Highlight:

- Skills training and coaching was institutionalized as a mandatory training for employees.

Public Relations Specialist

PAGCOR (November 2001 – October 2007)

Responsibilities:

- Implemented high-impact corporate events for tourism and other corporate outreach programs of PAGCOR/CASINO FILIPINO and monitored social impact of community relation programs.
- Monitored PAGCOR's reputation across news channels.
- Supported the company's public relations activities (i.e. press conferences, releases, partnerships)

Core Competencies:

- Ideation and Innovation
- Program Management
- Stakeholder Management
- Public Relations

Education

Masters in Special Education

DE LA SALLE UNIVERSITY, 2005 – 2006

Teacher Certificate Program

DE LA SALLE UNIVERSITY, 2004 – 2005

Bachelor of Science in Business Administration Major in Marketing Management

DE LA SALLE UNIVERSITY, 1995-1999