

MIRACLE CLARE L. DE GUZMAN

BROADCAST ADMINISTRATOR

CONTACT

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 **B8 L3 Metroville Subdivision,
Balibago, City of Santa Rosa,
Laguna, 4026**

 [LinkedIn - Miracle Clare De
Guzman](#)

EDUCATION

**De La Salle University -
Dasmariñas**

2010 - 2014

AB Communication

Course Track: Media Production

AWARDS & CERTIFICATIONS

- Long Service Award (2021)
- Most Productive Employee (2021)
- Best ANZ Broadcast Team Member (2017)

SKILLS

- Communication skills
- Technical Writing
- Problem-solving skills
- Organization and time management skills
- Creativity

PROFILE

I have been working in the media intelligence industry for more than five years. I summarize Australian and New Zealand radio and TV content, manage our tools and systems, keep a close eye on the broadcasting landscape in ANZ and ensure the smooth transition from manual to automated monitoring. I am highly organized, efficient, resilient, have a keen eye for detail and is open to innovation.

WORK EXPERIENCE

BROADCAST ADMINISTRATOR
Isentia Manila, Inc

October 2023 - Present

- Manages the Schedule UI - the system we use in setting up programs and retrospectively processing Australian and New Zealand radio and television content
- Ensures the automated platform captures the correct programs and stations day in and out through the help of TV and radio guide checking and keeping an eye out on any changes in the ANZ broadcast landscape
- Responds to queries relating to the ANZ Broadcast Department, its products and services, as well as its operations
- Assists in overseeing the Broadcast Backsearch and Studio Operations, as well as the Broadcast Monitoring teams
- Actively takes part in side projects such as the maintenance of the Google Sheets we use to ensure efficiency in our processes and work tools

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BROADCAST ADMINISTRATOR

COMPUTER SKILLS

- Microsoft Office (*Word and Powerpoint*)
- GSuite applications (*Gmail, Calendar, Meet, Sheets, Docs and Slides*)
- WordPress
- Wix.com

OTHER SKILLS

- Driving
- Photography
- Creative Writing

WORK EXPERIENCE

BROADCAST ADMINISTRATOR

Isentia Manila, Inc

October 2023 - Present

- Creates datasets to help train various aspects of our automated product through Audio Annotation and maintenance of noun replacement and advertisement databases
- Provides assistance in completion by working on items to manually or visions-monitor
- Observes the tools we use and provides feedback to the Managers and the Development Team
- Coordinates with the wider ANZ Broadcast Department by working alongside Account Executives and Managers, as well as Account Support
- Provides assistance in training new team members
- Attends the regular Broadcast Management meeting to provide updates and raise suggestions on how to improve our operations

BROADCAST BACKSEARCH MONITOR AND STUDIO OPERATOR

Isentia Manila, Inc

December 2017 - September 2023

- Summarized client-requested Australian and New Zealand (ANZ) radio and TV content
- Prepared and delivers audio and video file orders for clients
- Assisted in the transition from manually-created summaries to VTT-generated (automated) ones.
- Got involved in special projects such as Speaker Diarization, VTT error checking and Audio Annotation

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BROADCAST ADMINISTRATOR

PROJECTS

- Broadcast Backsearch and Studio Operations Manual
- Employee Spotlight Project
- Spearheaded the first-ever Knowledge Sharing Session of the Broadcast Admin Team

OTHER ROLES

- Leader of the Broadcast CSR Committee
- Editor-in-Chief of our Editorial Management's final output, CHILL Magazine (2013)
- Legislative Board Member of the Communication Program Council from 2012 to 2014
- Class President from 2012 to 2014

WORK EXPERIENCE

BROADCAST MONITOR

Isentia Manila, Inc

May 2016 - November 2017

- Summarized ANZ radio and TV content
- Appointed as Temporary Broadcast Leader for a month

MEDIA MONITOR

Velocity Made Good

February 2015 - April 2016

- Summarized Australian radio content

CONTRIBUTOR

anne.ph

January 2015 - April 2015

- Wrote lifestyle-related articles for the now-defunct website.