

Ma. Cristina Lynda T. Consigo

24 Baltazar St. Phase 1 Bahayang Pag-asa,
Molino, Bacoor, Cavite
Tel #: (+63) 9152725529
E-mail: lconsigo@gmail.com



OBJECTIVES:

To be able to join an organization where I can add value to the team with my expertise in Marketing Communications as well as can hone and grow and develop professionally

EXPERIENCE:

August 2017 – Present

TeamAsia (Hamlin-Iturralde, Inc.) – Director, Accounts Department

Accounts handled: IT and Business Processes Association of the Philippines (IBPAP), MAPFRE Insurance, USG Boral, DATEM, Inc., Levi's Philippines, Bureau of Investments (Inclusive Business), Inter-Pacific Bar Association, Hella, First Gen, Nestle Philippines, Del Monte-Vinamilk, among others

I started as an Accounts Supervisor, which functions as an Associate or Assistant Director before I was promoted to Accounts Director position. My main role is to look after the health of the accounts being handled by the company. I lead a team that holds the client servicing role, therefore allowing me to work with accounts from various verticals. Furthermore, I am able to expand my expertise in the marketing communications field as I work with different functions in the organization. With the varied requirements of clients, I get to hone my skills in events and digital marketing, and able to continue practicing PR. Aside from ensuring that clients are happy and satisfied, I also function as an integrator of the teams to ensure that all the client requirements are met and delivered according to plan and commitment.

January 2016 – August 2017

Freelance Marketing Communications Consultant

Accounts handled: CDC Holdings Inc., Aster DM Healthcare, Department of Tourism, Johnson & Johnson Philippines, Inc. (JJPI), Alcatel, PV2 Energie, etc.

I function as a consultant to clients from different verticals. I provide recommendations and develop marketing plans and campaigns tailor fit to the company or brand's requirements and needs. My tasks cover integrated marketing communications working with Clients on their PR, events, advertising, stakeholder management, internal communications, and branding. Digital marketing is also part of the scope of services I provide client focusing on blogger management and influencers.

May 2011 – December 2015

Outbound Communications, Inc. – Account Director

Accounts handled: CDC Holdings, Inc. Nissan Motor Philippines, Inc. Jockey Philippines, Asian Development Bank, Department of Tourism, Department of Labor & Employment, Melawares, Torque, PhilCare, Alaska, Aster DM Foundation, Aster DM Healthcare, Lay Bare, among others

I started as a Consultant with Outbound Communications before eventually joining in May 2011. As an Account Director, I head the account management group of the Agency. My responsibility encompasses all disciplines of marketing communications from PR to Advertising, as well as Events

and social media. I ensure that all account deliverables are met. I lead the development and implementation of Clients' marketing communications plans and programs.

I also oversee the editorial requirements of Clients. Media management is also part of my role. I manage media requirements, which include story pitching, press briefing, media roundtable, and media interviews, among others.

July 2013 – December 2014

Expert Global Solutions Philippines – Recruitment Branding Supervisor Consultant

APAC and NCO merged to form Expert Global Solutions (EGS) and I was specifically commissioned for the branding of EGS for both internal and external audience.

I led the branding and Creatives team and developed strategies that will help promote the company. I was under the Sourcing & Marketing team which was directly handling the recruitment of new employees. I managed their external branding initiatives which include, but not limited to, advertising, public relations, and stakeholder management. I also helped establish the team's social media channels to aid them in connecting with their target audience.

Part of my tasks also was the Internal Communications, establishing EGS and promoting the brand and its culture to the employees. I worked closely with the Internal Communications team, Human Resources, Operations, and the Management team, in handling internal branding activities such as townhalls, employee engagements, and other related events and initiatives.

March 2009 – May 2011

HSBC Data Processing Philippines, Inc. – Site Communications Manager

My responsibilities are more focused on Internal Communication for the Manila Site. I developed communications campaigns that will help localize the implementation of global campaign to make sure that it relates to the employees. I am accountable in proper cascade and implementation of central campaigns to both Manila sites. I am responsible in ensuring that all communications materials are aligned with the organization's messages and directions. I make sure that all communications vehicles available on site are updated and well-maintained. I also identify opportunities for the company to connect with the employees.

I managed the Philippines' intranet and editorial requirements. I am in-charge of developing and editing content materials from intranet stories, scripts, talking points, etc. I also led the development and promotion of Philippines centers' Sharepoint site, which we called GSC Manila Hub.

I provide consultancy to internal customers to ensure proper planning and implementation of their respective communications campaigns and requirements. I worked side by side with Best Place to Work teams for the planning and implementation of site-wide activities.

January 3, 2007 to February 2009

M2Comms – Account Director, Public Relations

Accounts Handled: Symantec, Dell Contact Center, Dell Inc. Philip Morris Philippines Manufacturing, Inc., VSO Bahaginan, Dell, Inc., Philips Electronics and Lighting, Inc., Pocari Sweat, and Kumon Philippines

I was responsible in overseeing the progress of the whole PR department. I was also doing account management work for both advertising and public relations accounts. I ensured that all client

deliverables and requirements are met. I led the development of existing and prospective clients' marketing communications plans and programs and headed the account management work for the above mentioned accounts. I was in-charge of implementation and success of Clients' editorial requirements, overseeing writers, and media relations teams

I was actively involved in launching Dell's second contact center and Convergys' Cebu site. My task was to invite and facilitate media attendance to the launch. This involved both Cebu and Manila media.

Part of my responsibilities included developing up to printing and installation of Clients' collaterals and merchandising material. In-charge of implementation and success of Clients' editorial requirements, overseeing writers and media relations teams.

September 2004 – March 2007

Freelance PR Writer

Accounts Handled: HBC, Home of Beauty Exclusives, Crissa Jeans and Ling Nam

I developed press releases for Clients. I was particularly involved in editorial requirements for consumer products for an advertising agency. I was responsible in updating clients with the account's editorial requirements.

June 23, 2005 – February 7, 2006

Customer Service Specialist, Convergys Phils.

I was part of the company's major client – IBM Sprint account. I assists Sprint customers with basic handset concerns, bill inquiries, and general information about their service. I was responsible in maintaining and improving customer relations to customers on behalf of client.

February 15, 2002 – August 31, 2004

PR Account Manager/ Ogilvy & Mather (Phils) Inc.

Accounts Handled: Kimberly-Clark Philippines, Inc. Kodak Phils. Ltd., Mazda Philippines, MacroPharma Corp., GlaxoSmithKline – Zantac 75 and Astring-o-sol Specialist, DuPont Philippines, Mead Johnson

I was involved in handling healthcare accounts for Ogilvy Healthcare and was also included in the preparation of PR plans for Clients. I was trained in doing press rounds and media relations for accounts I was handling. I worked on product launches for the Healthcare accounts and participated in several events like media training for specific corporate accounts.

May 2001 – February 2002

Account Executive, Strategic Edge, Inc.

Accounts Handled: Kimberly-Clark Philippines, Inc.(Corporate), Monsanto Philippines, CalEnergy, and Intel Philippines

I started doing the Editorial tasks which included monitoring, writing daily news summaries, and submitting monthly news reports to Clients. I handled the day-to-day coordination with suppliers and assigned to do the daily updates with Client. I participated in conducting survey and research for Clients and prepared daily, weekly and monthly monitoring reports to Clients. I was involved in preparing PR plan for Clients and assisting in managing events.

EDUCATION:

St. Scholastica's College of Manila
Bachelor of Arts Major in Mass Communications
June 1996 – March 2000

St. Paul College of Parañaque
Elementary and High School
1986 – 1996

REFERENCE:

Available upon request