

Skills

Areas of expertise:

- Concept and strategy development
- Design conceptualization and implementation
- Editorial work
- Online communities
- Book and magazine production

Software (working knowledge):

- Adobe Creative Suite (including Flash)
- Microsoft Office, Visio
- Axure Pro (web application prototyping system)

Content management systems (working knowledge):

- Joomla/Mambo
- Lotus Quickplace, Quickr
- Other custom-built CMSs

Education

1999

New York University

MS Publishing Studies

With Distinction

Alan Meckler Technology Award

Random House Publishing Studies

Fellowship

1994

Ateneo de Manila University

BA Communications

Cum Laude

Major in Communications

Merit Scholar

Achievements

Six Philippine Web Awards from

1998-2001 for

Candymag.com and

FemaleNetwork.com

Best Book Design Finalist

1996 National Book Awards

A Children's Treasury of Philippine Christmas Stories

Internet Experience

Asian Development Bank (2004 to present)

Editorial, Internet and Intranet Consultant

- Support the outreach and knowledge management initiatives of the Results Management Unit by continually improving and maintaining its website (www.adb.org/mfdr), setting up and preparing monthly email newsletters, and creating print outreach materials
- Develop and maintain ADB-hosted community websites using Lotus Quickr. Participate in and make presentations at regional or international meetings. Websites include: Community of Practice of Managing for Development Results (cop-mfdr.adb.org); Evaluation Cooperation Group (www.ecgnet.org); Monitoring & Evaluation CoP (www.linkingtoresults.org)
- Work with various departments in ADB to develop or improve information architecture and user interface design of intranet projects
- Worked with the Office of the General Counsel to develop multi-author books

Star Teacher Magazine (2001 to present)

Editorial Consultant

- Developed magazine concept after guiding a brainstorming session with stakeholders. Served for three years as editor-in-chief of *Star Teacher* magazine, a free publication for Philippine public school teachers (www.starteacher.ph). Currently on the editorial board

Summit Media (2005 to 2008)

Internet Strategy, Architecture and Product Consultant

- Worked with magazine publishers and other stakeholders to develop the Philippine Entertainment Portal (www.pep.ph) and Spot.ph, a community-based city guide. Conducted market research, guided brainstorming sessions, developed and presented website concept papers, wireframes, website mockups, and provided beta-testing/quality assurance services. Redeveloped existing websites for niche markets (www.candymag.com, www.fhm.com.ph, and others). Reconceptualized and redesigned corporate website (www.summitmedia.com.ph)

Cebu Pacific (2004 to 2007)

Internet Strategy, Content and Design Consultant

- Redesigned website (www.cebupacificair.com) to allow e-ticket purchase and align with other business goals; developed web content and print marketing materials

Macmillan Online Publishing/Nature Publishing Group (1999 to 2002)

Internet Marketing Consultant

- Worked with New York and London offices of Macmillan Publishers Ltd. to implement/maintain Internet initiatives for its online publications (including *The Scientific American Archive Online*, *The Grove Dictionary of Art*, *The Encyclopedia of Life Sciences*)
- Advised managers and staff on Internet marketing strategies
- Conceptualized and developed Internet projects such as interactive tutorials, surveys, online newsletters, and online marketing campaigns

Summit Interactive Co. Inc. (1999 to 2001)

Producer

- Set up electronic publishing company for Summit Media with four websites: Candymag.com, FemaleNetwork.com, Shopcrazy.com.ph, FHM.com.ph
- Responsible for product development; spearheaded wireless content initiative

Procter & Gamble Philippines (1999)

Internet Consultant

- Developed P&G's first Internet marketing campaign in the Philippines for Safeguard Instant Sanitizer, exceeding target response goals (gathered 70,000 email addresses in one month) and winning a P&G citation for effective market research

NYU Health Studies Department, NYU School of Education (1998 to 1999)

Internet Developer, Distance Education Website

- Developed and maintained a distance education website for health professionals in the US

ABS-CBN Broadcasting Corporation (1997)

Creative Consultant to the Interactive Media Group

- Headed the redesign of abs-cbn.com; set up News, Entertainment, and Community sites