

ROXANNE TALOSIG

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Dynamic and motivated professional with over 10 years of experience in Media, Public Relations, Documentation, and Corporate Communications; with a proven track record of managing projects from concept to completion and forging good relationships with clients; with strong analytical skills. Adept at writing; and an adaptable leader with a growth mindset and passion for problem-solving, along with the ability to work independently and collaborate with diverse teams to drive results.

PROFESSIONAL EXPERIENCE

DEPEDTV **Manila, Philippines**
Segment Producer/Freelance **2021**

- Responsible for producing video content for Department of Education's official TV channel under specific titles; including Science, Filipino, and Creative writing; Managed a fully remote team of 40 people, and monitored deliverables via Telegram—ensuring timely production of assigned episodes

TECHFACTORS, INC. **Quezon City, Philippines**
Content Developer Consultant **2018 - 2021**

- Responsible for editing published Junior and Senior High School textbooks like Practical Research and Living in the IT Era in collaboration with professors from University of the Philippines; making sure there was coherence, consistency in form, and quality content

GREY GROUP **Makati, Philippines**
Associate Public Relations (PR) Director Consultant **2019 - 2020**

- Responsible for managing publicity efforts resulting in repeat engagement with priority clients: Tim Hortons (TH), Langnese Honey, and PLDT Enterprise, i.e., TH limited time offers, PLDT digital convention, ePLDT product launch, Langnese Find Your Honey; supervised freelance writers to ensure quality in project deliverables; managed internal PR team and created an efficient system to manage workload; responsible for the company's reputation management, i.e., successfully dealt with a controversial social media post by the company's former executive

PHILIPPINE AND GERMAN RED CROSS **Mandaluyong, Philippines**
Documentation Consultant **2017 - 2018**

- In-charge of the official documentation of Forecast-based Financing (FbF) pilot project in the Philippines, a multi-stakeholder initiative in collaboration with international Red Cross societies and World Food Programme, among others; Lobbied for changes at the policy level through face-to-face consultations with local government units in areas of interest for FbF nationwide; Created a digital tool that stakeholders used for faster sharing of project information

METRO RETAIL STORES GROUP, INC. **Taguig, Philippines**
Corporate Affairs Manager **2017**

- Spearheaded corporate social responsibility projects and key events held in Metro stores nationwide in partnership with local government units for social impact, e.g., Metro baking workshop, Metro Tagaytay grand opening; Successful in managing the company's communications with stakeholders and foreign relations,

resulting in courtesy calls on City Mayors and on Chinese ambassador to the Philippines Zhao Jianhua, among others; led the production of corporate newsletter and supervised a third-party Public Relations agency

ARANETA GROUP

Public Relations

**Quezon City, Philippines
2015 - 2017**

- Responsible for managing media and public relations—given a limited budget—of its diverse portfolio, including Binibining Pilipinas pageants, Cyberpark launch, Taco Bell product launches, and concerts of international artists held in Araneta Coliseum—e.g., Sergio Mendes and Engelbert Humperdinck; Successful in exceeding targets for major collaborations with Miss Universe Organization and Disney producer in Singapore, Feld Entertainment; Managed a third-party agency tasked to amplify reach of publicity efforts

ABS-CBN Segment Producer

Lifestyle Network

**Quezon City, Philippines
2012 - 2014**

- In-charge of TV production of program plugs shown on the channel ranging from event coverages to local and international product features, e.g., LG Asian Family Festival held in Korea; worked as a fashion TV producer for Metro Society magazine; and managed content for high-ticket clients

Lifestyle Network Global / The Filipino Channel

- Produced a mélange of video content and special event features that aired on Lifestyle Network shown in North America, Canada, and New Zealand

GMA NETWORK

Segment Producer

On Call, News TV

**Quezon City, Philippines
2010 - 2012**

- Produced news stories broadcasted on the show hosted by Connie Sison; Resolved issues by bridging the gap between the public and government officials, with the program providing a platform for the masses to make their concerns public

Unang Hirit

- Responsible for doing research for Unang Balita Assignments Team and on-air forum of Winnie Monsod that tackled issues relevant to the general public; Moonlighted as a producer of other news and magazine features

EDUCATION

Asian Institute of Management

MBA Class of Jan 2022 / Major in Marketing

Scholar

**Makati City, Philippines
2022**

UNIVERSITY OF SANTO TOMAS

Communication Arts / Bachelor's Degree

Cum Laude

**Manila, Philippines
2005 - 2009**

OTHERS

Interests: creative problem-solving, music and arts, running, TV commercial model, sustainability

*Volunteer Radio host of Radyo Comelec, a digital radio program by Commission on Elections

Skills: Tableau, Canva, and Microsoft applications, among others