



Mary Anne E. Dela Peña

Account Manager for Brand Communications
Public Relations Professional
Communication Arts Major

PROFESSIONAL STATEMENT

PR professional and Account Manager for Brand Communications with extensive experience in contributing to strategy setting for brand growth, representing the client to various media outlets including print, media, online, broadcast media channels, celebrities, and key opinion leaders. An effective leader and communicator who takes an active role in project management of communications campaigns, strategizing, executing, supervising, and overseeing the implementations of a communications campaign. Proven track record with building relations with clients, media, and industry partners, as well as monitoring media coverage and overall management of the account.

LICENSES & CERTIFICATES

HARVARD UNIVERSITY – edX Verified Certificate

Rhetoric: The Art of Persuasive Writing and Public Speaking

- Issued April 10, 2021
- Credential ID:
96b9a100894548d7a03f22977e4511c5

EDUCATION

COLLEGE

BACHELOR OF ARTS – COMMUNICATION ARTS

- UNIVERSITY OF SANTO TOMAS ESPANA, MANILA, PHILIPPINES
- First Year - Fourth Year (Batch 2022)

HIGH SCHOOL

ASSUMPTION ANTIPOLLO

- ANTIPOLLO CITY, RIZAL, PHILIPPINES
- Humanities and Social Sciences
- Batch 2018

AWARDS/HONORS

CUM LAUDE - UST AB Communication Arts (Batch 2022)

- Issued by University of Santo Tomas Faculty of Arts and Letters - June 2022

AB - Communication Arts Dean's Lister

- 1st/2nd Term A.Y 2019-2020 (Second Year)
- 1st & 2nd Term A.Y 2020-2021 (Third Year)
- 1st Term & 2nd Term A.Y 2021-2022 (Fourth Year)

UST CASA IMC Quest 2021 1st Runner Up in Marketing Communication Strategies

WORK EXPERIENCE

Account Manager for Brand Communications - Storyscope Strategic Communications Group

- Day-to-day liaison with Clients, KOLs, Media, and Personalities
- Idea generation and concept development
- Contribute to strategy setting for brand growth, and communications campaign
- July 2022 - Present

UNTV News and Rescue (Former Intern) - News and Media

- Extensive broadcast production training from monitoring, research, production, producing a final output or story generation suitable for airing on TV.
- June 2021 - August 2021

Associate Account Manager - Nezda Technologies Inc.

- Consult with clients on open requisitions or opportunities, make recommendations, and assist with upcoming projects.
- Work closely with Delivery Team, Finance Team and Operations team to address issues escalated by clients.
- May 2022 - June 2022

Philippines Association of National Advertiser's Brand Communication Students Competition (PANA)

- Representative of UST Faculty of Arts and Letters
- Research Team
- 2020

Executive Associate to the Director's Pool - TOMCAT - UST (University-Wide Organization)

- Organizing and assigning director jobs in events and video productions inside and outside the organization
- October 2018 - April 2019

Social Media Producer

- TOMCAT – UST
- August 2018 – June 2019

Interactives and Public Relations Department - TOMCAT - UST

- August 2018 – December 2018

Work Immersion at Integrated School for Young Children

- Supervise and educate ISYC students.
- Develop lesson plans
- February 2018 – March 2018

CO-CURRICULAR ACTIVITIES

Dance Varsity

- UST COMACH PRECOM Dance Troupe
- August 2018 – June 2019

UST Comm Block Secretary

- UST AB – Communication Arts
- August 2018 – June 2019

Assistant Floor Director

- TOMCAT-UST
- April 2019

Apprentice

- TOMCAT – UST
- August 2018 - June 2019

Contributor & Photographer for Broadsheet and Social Media Publications

- PLAID IDEAS – Assumption Antipolo's Official Major Publication and Organization
- June 2017 – March 2018

Assumption Antipolo Dance Varsity Athlete

- Grade school - Senior High School


SKILLS

- Media/TV/Radio Productions
- Project/Account Management
- Hosting
- Talent Management
- Research
- Social Media Management
- Leadership
- Internal and External Collaboration
- Media Relations Strategy
- Problem-solving Aptitude
- Business Development
- Branding
- Language Proficiency in Filipino and English
- Internal and external Communications
- Photo Editing (Posters/Socmed posters)

REFERENCES | REACH ME

 <https://www.linkedin.com/in/mary-anne-dela-pe%C3%B1a-38814b20b/>

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