Zarah Joi Ancajas

https://zarah.journoportfolio.com/

Professional Summary

Communications and project coordination specialist with experience in digital engagement, stakeholder communications, and content development across education, media, and community initiatives. Currently supporting the Commonwealth of Learning (COL) by preparing social media content and donor updates, with a background in Mass Communication and international experience in Canada and the Philippines.

Professional Experience

Programme Assistant ***November 2024 – Present***

Commonwealth of Learning

- Supported communications for the Pacific Partnership project by drafting social media content, project updates, and donor visibility posts, including features reshared by New Zealand's Ministry of Foreign Affairs and Trade and Pacific High Commissions.
- Maintained communication with focal points, partners, and ministries to ensure clarity on deliverables, workshops, and reporting, strengthening engagement across nine Pacific countries.
- Coordinated evaluation activities by managing bids, logistics, and preparing a 600+ document reference library for external evaluators.
- Prepared contracts, tracked deliverables and payments, and supported financial reporting to ensure accountability and timely completion of outputs.

Operations Officer Intern ***May 2024 – August 2024***

Anytime Fitness New Westminster

- Supported management in strategic planning and communications, improving workflow and engagement.
- Created and managed digital content campaigns, directing staff participation in video shoots.
- Led communications for Anytime Fitness's participation in Uptown Live, creating social media content and in-person outreach to increase our visibility in the New Westminster community.
- Organised a charity partnership campaign with New Westminster Animal Shelter, managing communications, a donation drive, and adoption awareness activities.
- Implemented monthly engagement campaigns using QR code sign-ups and giveaways, which increased social media following and member participation.

Sales Associate ***April 2023 – October 2024***

Anytime Fitness New Westminster

- Served as the front-facing representative of the gym, handling enquiries, tours, and member communications.
- Promoted membership sales by aligning clients with suitable fitness programmes.
- Served as acting manager during the manager's leave, overseeing daily operations and staff while demonstrating leadership and sound decision-making.

Virtual & Executive Assistant ***November 2021 – December 2022***

Transformational Hub (Remote)

- Produced videos, presentations, and subscription-only podcasts for the CEO of Weight Loss Coaching Works, tailoring content for clients and broader online audiences.
- Managed the podcast publishing cycle on UStudio, coordinating with video editors and occasionally editing content directly.
- Coordinated multimedia marketing campaigns for *Weight Loss Coaching Works*, including event promotions, merchandise sales, early-bird ticket launches, and Facebook advertising content.
- Oversaw Shopify backend operations, aligning content marketing with digital sales strategies to support business growth.

Academic and Quality Control Supervisor ***February 2018 – September 2020***
QQ English, Philippines

- Supervised curriculum and content development for international learners, ensuring editorial quality and consistency.
- Scripted and appeared in short-form educational videos (YouTube/social media) produced for learners in China, Japan, Taiwan, Russia, and additional global audiences.
- Collaborated with international teams to create knowledge products and digital learning content.

Media Internships – Cebu, Philippines

Sun.Star Cebu ***April – May 2012***

- Wrote published news stories on a range of Cebu City issues and events.
- Drafted press releases and gained experience in newsroom processes, editing, and deadline-driven reporting.

TV Patrol Central Visayas ***May – June 2012***

- Assisted reporters with coverage and supported script preparation for television news segments.
- Contributed to field production and gained first-hand experience in broadcast journalism and public communications.

Education

Post-Degree Diploma in Business Management ***January 2023 - August 2024***
Vancouver Community College, Vancouver, BC

Bachelor of Arts in Mass Communication Studies ***June 2009 - March 2013***
Cebu Normal University, Cebu City

Key Skills

- Strategic Communications: Campaign planning, cross-platform messaging, stakeholder visibility.
- Content Development: News releases, speeches, reports, blogs, briefing notes.
- Digital Engagement: Social media (FB, IG, LinkedIn, Twitter), podcasts, video, content calendars.
- Media & Editorial: Press writing, copy-editing, newsletters, quality assurance.
- Stakeholder Engagement: Ministries, donors, NGOs, community partners.
- Analytics & Tools: Google Analytics, Hootsuite, Canva, Shopify, Google Suite, MS Office.
- Community Representation: Customer communications, events, membership engagement.

Professional References

Available upon request.