

# AMANDA NICOLE SINDIONG

COMMUNICATIONS PROFESSIONAL /  
WRITER / PROJECT MANAGER

## CAREER BACKGROUND

### PROJECT MANAGER (FREELANCE, FIXED-TERM)

EON, Inc. | Aug 2021 to Present (two-month contract)

- Oversees the day to day activities of an assigned account and its team members
- Manages the delivery of the account's projects according to plan
- Manages the relationship and communication with the client and all stakeholders, ensuring that the project is delivered to their satisfaction

### SENIOR PR & COMMUNICATIONS OFFICER

The Moment Group of Restaurants | Jan 2019-June 2021

- Handled press relations for the company's restaurant brands
- Generated strategies, concepts, and copy for communication and social media campaigns
- Ran the brands' social accounts and online communities
- Oversaw digital marketing efforts for assigned brands
- Organized and carried out studio and location photo/video shoots

### PR ACCOUNT MANAGER

EON, Inc. | Sept 2017-Dec 2018

- Created communication strategies and publicity campaigns for brands in various industries
- Organized and executed PR initiatives such as events, shoots, and RTDs
- Collaborated with teams and key opinion leaders for the creation of goal-oriented content
- Liaised with clients from briefing until execution of campaigns

### STAFF WRITER

Good Housekeeping Magazine, Summit Media | Oct 2015-Aug 2017

- Produced features for the magazine's Home, Health, and Money sections
- Conducted research and interviews required for each project

### DESIGN MANAGER

B+C Design | Sept 2012-Mar 2015

- Collaborated with creative teams to generate creative campaigns for partners in real estate, arts, and F&B, among others
- Produced creative print and audio-visual collateral for various brands
- Managed team timelines to ensure prompt turnovers and deliveries
- Liaised with clients from initial briefing until execution of campaigns

## ACADEMIC BACKGROUND

### DE LA SALLE UNIVERSITY

Bachelor of Arts, Major in Communication Arts | 2008-2011

- Produced a documentary film for final thesis
- President of Team Communication (2010-2011)

### ST. SCHOLASTICA'S COLLEGE MANILA

2004-2008

- Member (2004-2008) and secretary (2007-2008) of the Glee Club
- Member of the Religion Extension Class, an outreach-oriented program



## PERSONAL INFO

I am a hardworking and self-motivated communications professional, writer, and project manager with a decade of combined experience in the arts and design, publishing, food & beverage, and media production industries.

## SPECIALIZATIONS

- Creative and Strategic Communications
- Creative Marketing Campaign Generation
- Project Management
- Feature Writing
- Copywriting
- Social Media Management

## LET'S GET IN TOUCH!

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## SKILLS AND ABILITIES

- Communication
- Creativity
- Empathy
- Self-motivation
- Attention to detail
- Collaboration
- Time management