



Ma. Kareena Sulit

EXPERIENCED CONTENT MANAGER & COMMUNICATIONS STRATEGIST

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ABOUT

With almost a decade of experience and expertise in Communications, evident through comms-related accolades under her belt, Kareena confidently contributes effective communications strategies be it for internal or external audience. Apart from this, she is an advocate of fitness, financial literacy, and fostering stray animals.

SOFT SKILLS

Project Management



Visual storytelling



Creativity



Leadership



CERTIFICATES

Data Storytelling for Business

Story IQ - March 2023

The Ultimate SEO Training 2022 +

SEO for Wordpress Websites

Udemy - March 2022

The 7 Habits of Highly Effective People

Franklin Covey - July 2019

Speak Confidently At Work

JY Consultancy - February 2018

Broadcast Journalism

ABS-CBN University - May 2016

TERTIARY

AB Broadcast Journalism

De La Salle University - Dasma

2010-2014

Executive Editor, Yearbook Org (2011-2014)

WORK EXPERIENCE

Communications Strategy Lead

Lazada Philippines | *September 2022 - Present*

Builds and steers data-driven customer-centric communications strategies to ensure customer growth, customer satisfaction, and customer engagement. Ensures all buyer- and seller-facing communications are aligned with the brand and meets target KPIs.

Senior Content Writer

SAVii (formerly Uloan) | *March 2021 - September 2022*

Produced content for B2B marketing materials with the intention to close sales deals. Populated the company's website with finance-related and thought leadership blogs.

Multimedia Content Creator

GeiserMaclang Mktg Comms Inc. | *November 2020 - March 2021*

Produced press releases for accounts under the following industries: fuel, fintech, transportation, insurance, logistics, telco, and health. Involved in creating PR campaigns for existing client-base.

Internal Communications Officer

Lufthansa Technik Philippines | *July 2019 - November 2020*

Established the internal communication systems of the company including creation of company newsletter, digital broadcast screens, and employee portal among others. Led a team of writers and photographers for the company's newsletter.

Internal Communications Associate & Multimedia Writer

ABS-CBN Corporation | *March 2015 - June 2019*

Started as a multimedia writer responsible for writing news and feature articles for the company's intranet site. In charge of laying out the company newsletter released thrice a week. After two years, was promoted as an Internal Communications Associate responsible for doing strategized internal communications campaigns and executed communication plans. Greatly contributed in award-winning internal contests.

Creative Content Writer

Aliw Broadcasting Corporation | *August 2014 - January 2015*

Wrote radio plug scripts for advertisers that aired on AM and FM stations. Developed company literature, program descriptions, and copy for corporate advertisements.

RECOGNITION

Philippine Quill Award (August 2019)

Tawag ng Tanghalan sa e-Frequency: Creating the brand experience for employees (ABS-CBN)

Philippine Quill Award (July 2018) & Anvil Award (March 2018)

Spoken Hugot: e-Frequency's spoken word poetry contest (ABS-CBN)

Philippine Quill Award (March 2017) & Anvil Award (July 2017)

Kapamilya Hottie: The Search for the Next Kapamilya Fitness Ambassadors (ABS-CBN)

Philippine Quill Award (August 2019)

e-Frequency Relaunch (ABS-CBN)