

Melissa Joy Liwanag-Posadas

Makati City | +639190074836 | mcliwanag@alum.up.edu.ph

Areas of Expertise

Executive & Enterprise Communications • Crisis & Change Communications • Leadership Messaging
Corporate Storytelling • Brand Governance • Stakeholder Engagement • Strategic Communications

Corporate Communications Profile

Corporate Communications professional with **7+ years of experience** leading **executive, internal, and strategic communications** within **highly regulated enterprise environments**. Proven track record in shaping strategic messaging for **senior leaders**, strengthening **enterprise brand narratives**, and translating complex operational, regulatory, and business initiatives into **clear, high-impact communications** across global organizations.

Combines strong communications expertise with **enterprise governance** and operational experience gained from leading financial institutions, **Wells Fargo** and **Bank of the Philippine Islands**.

Signature Impact

- Delivered executive and internal communications supporting a global workforce of **~20,000 employees** across enterprise banking operations.
- Produced and edited **1,000+ executive, operational, and enterprise communications** within highly regulated and risk-sensitive environments.
- Contributed award-winning editorial storytelling to BPI's 2021 Integrated Report, recognized at the **Philippine Quill Awards**.
- Supported enterprise **sustainability campaign launch communications** through development of PR materials, speeches, editorial articles, executive decks, and event programs.
- Developed integrated communication campaigns and digital content, including a viral campaign generating **8M+ organic reactions**.
- Partnered with **senior executives and cross-functional leaders** to develop aligned messaging for enterprise initiatives and organizational communications.
- Strengthened leadership visibility and employee engagement through executive messaging, strategic storytelling, and enterprise-wide communications.
- Contributed to development and alignment of **enterprise brand, tone-of-voice, and writing standards** across communication materials.
- Drove workflow and operational improvements contributing to **₱10.3M in enterprise savings**.

Selected Enterprise Communication Work

- Executive speeches and leadership messaging
- Crisis-sensitive downtime and operational communications
- Sustainability and ESG campaign launch communications
- Organizational change and policy rollout communications
- Chairman/president messaging and executive briefing materials
- Multi-channel employee engagement campaigns

PROFESSIONAL EXPERIENCE

Wells Fargo | BGC, Taguig

Enterprise Communications & Governance Publishing, Assistant Vice President

February 2023 – present

Executive & Internal Communications

- Lead internal and **executive communications initiatives** aligned with **Commercial Banking** priorities across a global enterprise environment.
- Partner with senior executives and cross-functional leaders to develop aligned messaging for enterprise initiatives, operational updates, and organizational communications.
- Translate complex operational, regulatory, governance, and policy-related updates into clear, actionable communications tailored to multi-level audiences.
- Support operational readiness, **organizational change**, and **enterprise transformation initiatives** through strategic communication planning and stakeholder-aligned messaging.
- Strengthen message clarity and audience adaptation through simplification of highly technical and **risk-sensitive enterprise content**.

Brand Governance, Risk, & Stakeholder Alignment

- Ensure communication materials align with **enterprise brand standards, tone-of-voice frameworks**, editorial guidelines, and communication governance requirements.
- Coordinate with **legal, governance, risk, and compliance stakeholders** to review **compliance-sensitive communications**, navigate approval processes, and maintain **messaging consistency** across enterprise functions.
- Influence cross-functional stakeholders to ensure cohesive messaging alignment across enterprise workflows and governance structures.
- Support **enterprise governance initiatives** strengthening documentation accuracy, compliance alignment, and enterprise-wide accessibility.
- Develop executive communications including leadership announcements and organizational updates supporting leadership visibility and employee engagement.

Operational Excellence & Recognition

- Achieved **100% SLA compliance** and above-benchmark quality metrics across enterprise publishing and communication operations.
- Led publishing and clean-up initiatives across enterprise systems, improving governance, workflow efficiency, and content accessibility.
- Recognized with multiple **Best in Class** awards for Quality, Productivity, and Execution.
- Contributed to operational efficiency initiatives and received the **Manager's Spotlight** recognition.

Bank of the Philippine Islands (BPI) | Makati

Corporate Affairs & Communications Officer (Internal & External Communications), Assistant Manager
May 2021 – February 2023

Executive, Internal & External Communications

- Managed **sensitive operational and downtime communications**, ensuring timely, clear, and brand-aligned messaging during high-impact customer and enterprise situations.
- Created **executive communication materials** including speeches, talking points, scripts, executive briefing decks, keynote support materials, organizational updates, and **chairman/president messaging**.
- Produced executive speeches, PR materials, newsletters, internal announcements, organizational updates, and integrated campaigns supporting BPI's enterprise and subsidiary brands.
- Partnered with senior executives and cross-functional stakeholders to develop aligned messaging for enterprise initiatives, leadership communications, and organizational announcements.
- Developed communication plans, messaging frameworks, **leadership cascades**, and multi-channel communications supporting **employee engagement** and **stakeholder alignment**.
- Supported **policy rollouts**, operational changes, onboarding communications, and **enterprise-wide announcements** through audience-adapted communication strategies.
- Strengthened executive visibility through speechwriting and leadership communications, while contributing employee-centered storytelling and editorial features for A Life Magazine (Ayala Group).

Brand, Reputation & Strategic Communications

- Supported launch communications for enterprise **sustainability initiatives** through development of editorial content, speeches, event programs, and stakeholder communication materials.
- Contributed to development and enforcement of **enterprise brand guidelines**, communication standards, **tone-of-voice alignment**, and editorial direction across campaigns and communication materials.
- Collaborated with internal and external stakeholders to deliver integrated communication campaigns supporting **brand reputation**, business priorities, and organizational objectives.
- Developed and maintained **editorial calendars**, campaign concepts, and multi-channel storytelling initiatives ensuring consistency in messaging, visuals, and narrative framing.
- Reviewed sensitive communication materials and coordinated approvals across leadership, legal, and stakeholder groups to maintain **reputational and regulatory alignment**.

Digital Communications & Engagement

- Built **multi-channel communications** across email, intranet, SMS, branch TVs, social media, and digital touchpoints.
- Designed and edited digital campaigns, including a viral post generating **8M+ organic reactions** and elevated audience engagement.
- Created scripts, visuals, and communication materials supporting **bank-wide employee and customer engagement** initiatives.
- Authored client success stories and feature pieces that humanized the bank's purpose — four of which were included in BPI's 2021 Integrated Report, contributing to two **Philippine Quill Awards**.

Impact & Operational Excellence

- Contributed to workflow and operational improvements generating ₱10.3M in enterprise savings.
- Supported enterprise-wide communication initiatives requiring stakeholder coordination, escalation management, and cross-functional alignment in fast-paced banking environments.

Assistant Business Manager & Management Trainee

July 2019 – May 2021

- Selected for BPI's **elite Officership Training Program** focused on leadership, finance, operations, and client communications.
- Supervised a branch team of nine while supporting operational alignment, daily briefings, employee coordination, and compliance communications.
- Contributed to **20% revenue growth** and a **10% increase in deposits** through operational leadership and client engagement.
- Built foundational experience in business operations, stakeholder communications, and organizational coordination that strengthened later corporate communications roles.

CORE COMPETENCIES

Communications & Strategy

Corporate Communications • Executive Communications & Speechwriting • Crisis & Change Communications • Strategic Communications

Enterprise & Stakeholder Engagement

Enterprise Communications • Leadership Messaging • Stakeholder Engagement & Alignment • Brand Governance

Content & Storytelling

Corporate Storytelling • Editorial Writing & Copyediting • Digital Content & Campaigns • Reputation-Sensitive Communications

Operations & Governance

Governance & Compliance Communications • Multi-Channel Communications • Communication Strategy Development

TOOLS & PLATFORMS

Enterprise & Publishing Systems

SharePoint • OpenText • Jira • Documentum

Creative & Content Tools

Adobe Photoshop • Adobe InDesign • Adobe Illustrator • Adobe Premiere Pro

AI & Productivity Tools

Microsoft Copilot • ChatGPT • Google Gemini

EDUCATION

University of the Philippines

Bachelor of Arts in Communication — **Magna Cum Laude**

- **Ranked 6th Overall**, Batch 2019
- University Scholar (5 semesters)
- College Scholar (3 semesters)
- Pi Gamma Mu Honor Society (Top 10% of graduating class)

AWARDS & RECOGNITION

- Multiple-time **Best in Class** Awardee for Quality, Productivity, and Execution — Wells Fargo
- **Quarter Top Performer** — Commercial Banking
- Contributor to **Philippine Quill Award**-winning Integrated Report