

MELISSA JOY LIWANAG-POSADAS

CORPORATE STORYTELLER
WRITER • WEB PUBLISHER • DESIGNER



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CAREER HIGHLIGHTS

Recognitions:

- Best in Class for Quality - Wells Fargo Procedure Writing & Publishing Team (February, April, August 2024)
- Q3 Top Performer - Wells Fargo Commercial Banking (2023 & 2024)
- Manager's Spotlight Awardee - Wells Fargo Business Management Office (2023 & 2024)

Cost savings:

- Generated a total of P10.3M production savings in 2021
- Produced more than 1,000 editorial and creative materials in 2022

Staff management: Supervised & directed 9 work staff for daily branch operations and sales

Virality: Crafted viral social media posts with the top post having 268K reactions

Executive communications: Created more than 50 speeches and messages for top executives

Emergency communications: Edited and designed more than 200 downtime materials

Publications:

- Produced 4 client stories for BPI's 2021 Integrated Report
- Published 2 feature stories for A LIFE, Ayala group's digital magazine

SKILLS

Procedure writing, technical writing

Written storytelling: writing, copyediting, marketing, PR

Internal & External Communications

Basic HTML, document and web publishing

Digital storytelling: design, marketing, content creation

Work ethic

Opentext, Jira, Enterprise Document Management System (Documentum)

Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro, Adobe Illustrator

Stakeholder management

WORK EXPERIENCE

WELLS FARGO INTERNATIONAL | BGC, Taguig

Procedure Writer and Publisher (Wells Fargo Commercial Capital, Commercial Banking)

February 2023 - present

- Leads or participates in developing documentation or document publishing strategy, policy, and guidelines through Opentext, Jira, and Documentum in a fast-paced environment
- Designs and develops technical project artifacts, manuals, technical presentations, technical training materials, and complex web content
- Recommends and documents business procedures and best practices, identifies process gaps, and offers alternatives while managing stakeholders and upholding process standards

WORK HIGHLIGHTS

- Recognized as the team's Best in Class for Quality, Wells Fargo Commercial Banking Q3 Top Performer (2023 & 2024), and Wells Fargo Manager's Spotlight (2023 & 2024)
- Maintained above-passing rate quality scores and audit scores and consistently met SLAs

BANK OF THE PHILIPPINE ISLANDS | Makati

Editorial and Creative Services Officer

May 2021 - February 2023

Contributes to the creation of a strong BPI brand that will be the foundation for a differentiated brand imagery which delights customers, delivered in identified points of presence, whether online or offline, consistent and conforming to standards (i.e. architecture, tonality, personality, formats/layouts) in a highly digitized world. Creating value (i.e. brand properties – impact, economy) for the bank.

WORK HIGHLIGHTS

- Copyedited various sections and wrote 4 client stories for BPI's 2021 Integrated Report
- Wrote 2 articles for A LIFE, Ayala group's digital magazine
 - **Waiting for the Golden Hour (cover story)**
 - **Always in Bloom**
- Designed and copyedited BPI's viral FB posts
 - **Want to withdraw? - 268K organic reactions**
 - **Change your password regularly - 45K organic reactions**
- Edited the customer care video for BPI branch TVs

Assistant Business Manager

Branch Consumer Banking

February 2020 - May 2021

Managed cash handling and operations of a big branch in accordance with proper protocols and efficient cash management, reconciled branch GL/SL abnormalities and floats, contributed to the branch's business growth through intensive service selling, and handled customer complaints to ensure timely resolution.

- Generated 12% increase in Unibank Deposit ADB and 10.4% increase in Total Retail ADB
- Produced 20.4% increase in branch revenues
- Achieved a satisfactory rating in Audit and AMLA

Management Trainee

Achieved a grade of 98% in the training's project phase

July 2019 - January 2020

BPI's premium Officership Training Program (OTP) which consists of 6-month classroom sessions followed by on-the-job training aimed to equip high potential individuals with basic management and leadership skills, and a deeper understanding of banking, the organization, its products, services and business operations.

EDUCATION

University of the Philippines

BACHELOR OF ARTS IN COMMUNICATION

- **Honors:** Magna cum laude (Top 6 of Batch 2019)
- **GPA:** 1.428/1.0
- **Awards:**
 - University Scholar for 5 semesters
 - College Scholar for 3 semesters
- **Organizations:** Pi Gamma Mu Honor Society in the Social Sciences (**top 10% of the graduating class**)