

JANINE BALLESTEROS

JOURNALIST / EDITOR



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TECHNICAL SKILLS

- Adobe Creative Suite
- Semrush
- Revive
- Social Media Management Tools (Dlvr.it, Planable, SocialPilot)
- Streamyard
- Ahrefs
- Mailchimp
- Constant Contact
- Google Analytics
- Canva

PROFESSIONAL SKILLS

- Research
- Video Editing
- Content Creation
- Proofreading and Copyediting
- Writing
- Event planning
- Project management
- Transcription
- Client Management

PROJECTS

- Hilway: A Cultural Night
- Let it Clow: A Cardcaptor Sakura Winter Themed Cafe
- HallyUP Volunteer Work (2017)
- Alternative Classroom Learning Experience (ACLE): 보자, 가자, 먹자! (Boja, Kaja, Mokja!): Tourist Spots and Korean Cuisine Featured in Korean Dramas
- Hallyuniverse IV: 사랑 (Sarang)
- HallyOPM Presents: CAMP 사(SA)WI
- HallyUP Month (2016)

PROFILE

I am a graduate of Bachelor of Arts in Journalism at UP Diliman with experience in working as a magazine editor and a client relations manager. I am well-versed in content creation and am adaptable to any given situation. Additionally, I have experience in leading teams with diverse backgrounds, including managing a hybrid setup.

EXPERIENCE

COMMERCIAL MEDIA MANAGER / COMMUNICATIONS LEAD

Charlton Media Group | 2019 - Present

I am responsible for ensuring the timely and accurate delivery of client content for 13 print magazine titles namely: Singapore Business Review, Hong Kong Business, Asian Banking & Finance, Asian Power, Healthcare Asia, Retail Asia, Real Estate Asia, Insurance Asia, Asian Business Review, Manufacturing Asia, ESGBusiness, GovMedia, and Asian Telecom. I am also in charge of production, brainstorming, and metrics tracking of all client related entitlements and events.

Furthermore, I lead a PR agency and a team that handles the production of client collaterals such as videos, articles and press releases, social media postings, survey reports and whitepaper, podcasts, EDMs, event/company promotions focusing primarily on quality control and coordination.

INTERN

Altermidya | 2018

I collated photos, videos, and other necessary information to create news stories. I also wrote articles and edited videos which are published in AlterMidya's online accounts.

EDUCATION

UNIVERSITY OF THE PHILIPPINES - DILIMAN

BA Journalism | 2019

- Vice President and Finance and Marketing Committee Head of UP Philippines-Japan Friendship Club (UP Tomo-Kai), 2017-2018
- Cultural Affairs and Programs Committee Head of UP Society of Students for Korean Popular Culture (HallyUP), 2016-2017
- Member of UP Volunteers for Children
- Member of UP Photography Society (UP Optics)

MCA MONTESSORI SCHOOL

Class Salutatorian | 2014