

# KRIZELLE CHING

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## PROFILE

Creative professional with over 13 years of experience in copywriting, campaign development, and media production. Skilled in writing engaging content across platforms, collaborating with cross-functional teams, and managing projects from concept to execution. Experienced in storytelling, editing, and performance analysis to drive impactful results.

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## KEY COMPETENCIES

Copywriting and Scriptwriting	Social Media Management	Technical Proficiency in Adobe Creative Suite and Microsoft Office
Content Creation	Project Management	
Media Production	Web Analytics	

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## PROFESSIONAL EXPERIENCE

**GMA Network Inc.** **August 2013 - April 2024**  
**Senior Accounts Manager for Creatives**

- Conceptualized, wrote, and produced branded creative materials for the network's on-air, online, on-ground, and marketing requirements.
- Wrote targeted content including advertorials, social media posts, flyers, presentations, and scripts.
- Collaborated with cross-functional teams to develop branded content, campaigns, and pitches for clients.
- Managed content posting for native articles and social media, tracking performance with Google Analytics and Facebook Insights to optimize future campaigns.
- Acted as a producer/director for on-ground events.

**Tripleshot Media Inc.** **2015 - 2018**  
**Freelance Editor**

- Edited lifestyle programs and documentaries, assembling raw footage, and adding music, SFX, and pre-designed GFX to create engaging edits.
- Collaborated with directors, graphic artists, and producers to ensure the final output met expectations and deadlines.

**Embassy of Japan in the Philippines** **May 2010 – August 2013**  
**Local Staff**

- Facilitated events, programs, and workshops to promote Japanese culture.
- Liaised with government institutions and partners for Embassy missions and events.
- Wrote official correspondences, press releases, speeches, and other press materials.

**Solar Entertainment Corp.** **May 2008 – April 2010**  
**Executive Producer**

- Managed the team's delivery of daily content, branding materials, and major campaigns across on-air, online, and on-ground platforms, ensuring quality and timely execution.
- Directed the creation of materials to reinforce the channel's brand image, ensuring all on-air content reflected the channel's vision and tone.

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## EDUCATION & CERTIFICATIONS

### Bachelor of Broadcast Communication

Major in Broadcast Communication  
University of the Philippines

### Google SEO Fundamentals

Coursera, University of California, Davis  
October 2023