



KAMILLE SOPHIA BORRROMEO

With close to 15 years of experience in content management, public relations and marketing, I have led integrated campaigns across APAC. My expertise lies in aligning digital, content and product marketing with business objectives, enabling sales teams, strengthening brand trust, and driving measurable demand across markets.

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Makati

TECHNICAL SKILLS

- Media Monitoring (Meltwater, Brandwatch)
- Social Media Management Tools (Hootsuite, Buffer, Sprout)
- Search Engine Optimization
- Adobe Creative Suite
- Email Marketing Software (MailChimp, Constant Contact, or HubSpot)
- Social Media Advertising
- Marketing Automation

SOFT SKILLS

- Content creation
- Project management
- Crisis management
- Conflict resolution
- Stakeholder management
- Cultural sensitivity
- Presentation skills
- Data analysis
- Networking

EDUCATION

AB Communications

De La Salle (pre-school to college)

EXPERIENCE

DIGIPLUS INTERACTIVE CORP.

Senior Manager, Corporate Communications (July 2024–Mar 2026)

- Pivotal contributor to the strategic transformation of DigiPlus from a penny stock into a premier Blue Chip entity, driving a massive surge in market capitalization and investor confidence.
- Architected a world-class content infrastructure that secured the company's debut on the Fortune Southeast Asia 500, establishing a benchmark for operational excellence.
- Engineered a centralized content repository and governance framework for all portfolio assets, ensuring 100% compliance within a highly regulated multi-platform environment.
- Directed high-stakes corporate storytelling and ESG narratives that earned multiple Stevie Awards, positioning the organization as a regional leader in transparency and innovation.
- Optimized digital asset lifecycles and metadata standards, leveraging automation to scale content delivery across diverse stakeholder touchpoints.

DYSON

Head of Communications – Philippines (2022–2024)

- Orchestrated the content vision for high-impact nationwide product launches, achieving consistent sold-out status through a centralized, scalable asset strategy.
- Led integrated media and government affairs strategies, building elite-level alliances with global organizations and influencers to cement Dyson's market dominance.
- Championed a robust reputation management framework, significantly amplifying media presence and strengthening brand equity through standardized content governance.

NORTHERN TRUST CORPORATION

2nd Vice President, Communications – APAC (2020–2024)

- Directed cross-market content infrastructure across eight countries in the APAC region, aligning complex financial assets with rigorous regulatory landscapes and multi-market taxonomies.
- Established a regional thought leadership library and metadata framework to enable seamless asset reuse and consistency across global financial hubs.

Communications Lead – Philippines (2019–2020)

- Engineered high-impact internal content ecosystems and town hall frameworks to drive organizational culture and employee engagement through strategic narrative design.

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AWARDS AND ACCOLADES

Stevie Awards

23 awards across corporate reputation and branding

Anvil Awards

12 awards across marketing and CSR categories

Quill Awards

38 awards for public communications

Best Thesis

2012

Award of Development Communication in Journalism

Philippine Information Agency,
2012

Journalism Achievement Award

2012

Debate Champion

2012

Best Online Publication

College Press Conference and
Awards Philippine Information
Agency, 2011

Most Promising News Writer Most Promising Feature Writer Most Promising Columnist

Philippine Information Agency
Journalism, 2011

EXPERIENCE

TRANSCOM

Senior Specialist, Communications— US, UK, Canada, PH (2017)

- Led corporate communications across four regions, ensuring consistent and culturally relevant messaging.
- Advised senior leaders on communication strategy and reputation management across global markets.
- Drove multi-country engagement and branding initiatives that elevated Transcom's global presence.

Specialist, Communications— Philippines (2016)

- Managed corporate communications strategies that boosted engagement and strengthened company culture across the Philippines.
- Created content and campaigns aligned with Transcom's global brand, improving internal messaging consistency.
- Supported executive and crisis communications, ensuring clear, timely information flow across teams.

SPI GLOBAL

Corporate Communications Supervisor (2014–2016)

- Developed engaging content for a variety of channels, including newsletters, press releases, email campaigns, social media ads, and marketing copy.
- Maximized media exposure through strategic press relations.
- Managed the organization's social media presence, enhancing visibility and engagement.
- Produced award-winning client proposals and bid books recognized by local and international awarding bodies.

S&P 500

Financial Newswriter (2013 – 2014)

- Authored in-depth news and feature stories on North American and Canadian financial sectors, covering mergers, earnings, infrastructure, and regulatory updates.
- Delivered timely news briefs derived from press releases, filings, and enterprise sources, contributing to high editorial standards.
- Supported regular aggregation stories, providing comprehensive financial news coverage.

PJ LHULLIER GROUP OF COMPANIES

Organizational Communications Specialist (2012 – 2013)

- Collaborated with regional representatives to curate and aggregate news content.
- Developed print and digital publications, including newsletters and email campaigns, that resonated with diverse audiences.
- Conceptualized and led the nationwide rollout of the company's new vision campaign, achieving high employee engagement.
- Spearheaded employer branding events that bolstered the company's reputation as an employer of choice.

REFERENCES

Available upon request