



# KAMILLE SOPHIA BORROMEO

## Marketing and Corporate Communications

Multifaceted marketing and communications professional with a proven track record of producing high-quality content that informs, engages, and inspires internal and external audiences, resulting in client satisfaction and an engaged workforce.

### EDUCATION

2004

2008

2012

**Elementary**  
University of St. La Salle  
Integrated School

**Secondary**  
St. Joseph  
School – La Salle

**Tertiary**  
University of St. La Salle  
(AB Communications)

### EXPERIENCE

#### 2<sup>ND</sup> VICE PRESIDENT, COMMUNICATIONS

Northern Trust (2019 - present)

- Develops and implements effective marketing and corporate communications strategies that support business priorities, enhances employee experience, and increases client satisfaction across APAC
- Creates omnichannel collaterals for internal and external stakeholders alike, including client presentations and social media publications
- Collaborates with C-level executives for message development
- Manages high-pressure crisis situations and business continuity efforts
- Contributes innovative ideas for new programs and works seamlessly with leadership to identify internal and external opportunities

#### SENIOR SPECIALIST, CORPORATE COMMUNICATIONS

Transcom Worldwide (2016 - 2017)

- Managed the design, content, and production of internal and external communications collaterals that foster better employee and client experience for the company's offices across Asia, Canada, the United States, and the United Kingdom
- Developed campaigns to target specific audiences, with emphasis and discipline on campaign performance to help with recommendations for future programs
- Built and maintained solid partnerships with stakeholders to direct and facilitate strategic communications designed to meet business goals

#### CORPORATE COMMUNICATIONS SUPERVISOR

SPi Global (2014 - 2016)

- Developed content for print and online collaterals such as newsletters, press releases, email blasts, social media ads, marketing copy, and website copy, among others
- Managed press relations and maximized media mileage through setting up of interviews
- Administered and monitored the organization's social media presence
- Created client proposals and award-winning bid books/submittals for local and international award-giving bodies

### CONTACT



09985548128  
(02) 88417376



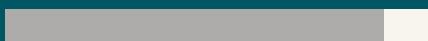
kamillesophia  
@yahoo.com



Somerset Mansion,  
Pasay City

### SOFT SKILLS

Strategic Planning



Creative Thinking



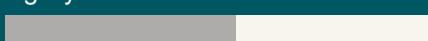
Conflict Resolution



Teamwork/Collaboration



Agility



### TECHNICAL SKILLS

Microsoft Office



Adobe Software Suite



SEO



Google Analytics



Statistical Analysis





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## EXPERIENCE (continued)

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### FINANCIAL NEWSWRITER

S&P Global Market Intelligence (2013 - 2014)

- Developed news and feature write-ups covering the finance sector of North America and Canada, including company mergers and acquisitions, earnings conference calls, infrastructure developments, stock exchange, as well as regulatory and legal developments
- Wrote news briefs based on newspaper stories, press releases, filings, as well as other enterprise stories
- Contributed to regular aggregating stories based on assigned subject matters

### ORGANIZATIONAL COMMUNICATIONS SPECIALIST

PJ Lhuillier Group of Companies (2012-2013)

- Coordinated with regional representatives for aggregation of company news
- Developed content for print and online publications such as newsletters, magazines, and email blasts
- Conceptualized and organized the nationwide rollout of the organization's new vision campaign
- Spearheaded employee-centric events such as Halloween Party, Holiday Party, etc.

### TECHNICAL SUPPORT REPRESENTATIVE

Convergys Corporation (2010)

- Identified and resolved customer concerns by recommending a course of action to avoid such issues in the future
- Managed and interpreted customer requirements - speaking with clients to understand and anticipate their needs

## AWARDS AND RECOGNITIONS

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### Best Thesis

University of St. La Salle, 2012

### Award of Development Communication in Journalism

Philippine Information Agency, 2012

### Journalism Achievement Award

University of St. La Salle, 2012

### Debate Champion

USLS University Week, 2012

### Best Online Publication (Editor-in-Chief)

College Press Conference and Awards

Philippine Information Agency, 2011

### Most Promising News Writer

### Most Promising Feature Writer

### Most Promising Columnist

Philippine Information Agency Journalism Workshop, 2011



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## AWARDS AND RECOGNITIONS (continued)

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**Gawad Graciano Lopez Jaena Award**  
**Best Newspaper (Editor-in-Chief)**  
**Best Online Publication (Feature Editor)**  
College Press Conference and Awards, 2010

**Achievement Award in Leadership**  
St. Joseph School— La Salle, 2008

## MEMBERSHIPS

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**The LEAD Publications (USLS)**  
Online Editor-in-chief (2011-2012)  
Newspaper Editor-in-chief (2009-2011)

**Animo Radio (USLS official radio station)**  
Station Manager (2011-2012)

**Bilib Ka! (USLS Campus TV Show)**  
Segment Host (2011-2012)

**Philippine Lasallian Circles of Influence**  
Member (2007-2009)

**Student Affairs Council (SJS-LS)**  
Officer (2004-2008)

## REFERENCES

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*Available upon request.*