



KAMILLE SOPHIA BORROMEO

Strategic marketing and communications leader with over 13 years of experience navigating high-stakes corporate crises with composure, maintaining strong media and government ties, and positioning global brands as trusted market leaders and employers of choice.

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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.

Head of Branding and Marketing - Interactive and Social Platforms (Present)

- Drove in-app marketing campaigns and content direction to engage BP and GP communities effectively.
- Spearheaded external partnerships and brand collaborations, negotiating value-added initiatives.
- Defined and executed brand strategy to elevate ISPC's identity across interactive and social platforms.

Senior Manager, Corporate Communications (2024-2025)

- Championed strategic media relations and press activities, enhancing corporate visibility and reputation.
- Managed crisis communication and disclosure efforts, ensuring transparency and brand integrity.
- Co-led corporate storytelling across digital, social, and annual report platforms to strengthen stakeholder trust.

DYSON

Head of Communications - Philippines (2022-2024)

- Orchestrated high-impact nationwide product launches that achieved sold-out status and heightened demand.
- Led integrated media, public relations, and government affairs strategies, building strong alliances with external brands, organizations, and influencers to advance Dyson's market leadership.
- Championed product, corporate, reputation communications initiatives that significantly amplified Dyson's media presence and strengthened brand equity in the Philippines.

NORTHERN TRUST CORPORATION

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

- Directed cross-market partnerships, events, and programs that advanced positioning within the financial services and regulatory landscape in the Philippines, Australia, Singapore, Hong Kong, Japan, Korea, Malaysia, and India.

Communications Lead - Philippines (2019-2020)

- Led strategic corporate communications and thought leadership initiatives, strengthening reputation through industry and government partnerships.
- Drove employee engagement across the organization through high-impact internal campaigns, town halls, and culture-building events.

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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 corporate 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, Canda, 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.

PLDT INC.

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