



## **CHRISTIAAN CLAIRE S. ORLINA**

Empowering Corporate Communications and  
Public Relations Practitioner, Journalist, Entrepreneur

Born on 01 April 1974 and residing in Cainta, Rizal, Phl

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### **-----CAREER PROFILE-----**

Seasoned professional with over 20 years of extensive experience in proposing, planning and implementing corporate communications and public relations strategies, as well as training, mentoring and empowering team members and other colleagues.

### **-----AREAS OF EXPERTISE-----**

- |                                  |                   |                             |
|----------------------------------|-------------------|-----------------------------|
| -Internal Communications         | -Branding         | -Website content management |
| -External Communications         | -Public Relations | -Traditional Marketing      |
| -Marketing Communications        | -Journalism       | -Digital Marketing          |
| -Crisis Communications           | -Media affairs    | -Social Media               |
| -Corporate Social Responsibility |                   |                             |

### **-----PORTFOLIO-----**

- |   |                       |
|---|-----------------------|
| -Press releases   | -Newsletters          |
| -Links to publications that published these news releases | -News contributions   |
| -Corporate Communications plans                           | -Websites managed     |
| -Crisis Communications plans                              | -CSR initiatives      |
| -Marketing and Business Dev't plans and activities        | -Many other materials |

### **-----PROFESSIONAL EXPERIENCE-----**

#### **Entrepreneur and independent online English teacher**

Apr 2023 to date

- Distributes gentlemen's and ladies' apparel and accessories;
- Conducts online English lessons for Asian learners.

#### **Senior External Communications Manager**

Feb 2022 to Apr 2023

Ideyatech, Inc.

Collaborated to position Ideyatech's parent company as a top-of-mind global digital transformation partner through:

- Subject matter expertise on Crisis Communications, and global media affairs;
- Press releases for international media, website articles, and other modes of communications;
- Preparing training materials, conducting training sessions, and performing other forms of knowledge-sharing.

**Online English teacher and English manual writer** May 2020 - Jan 2022

- Prepared English language instructional materials, and;
- Conducted online English lessons for Asian learners.

**Communications, Marketing and Public Relations Manager** Aug 2018 – Apr 2020  
MetroPac Movers, Inc.

Enhanced corporate image and public visibility through:

- Published press releases of company events and achievements;
- Construction and management of the company website and social media page;
- Drafting and implementation of the company's marketing, public relations, communications, and crisis communications plans;
- Proposal, planning and implementation of traditional marketing, digital marketing, and branding initiatives.

**Independent English language instructional writer and Public Relations practitioner** Jan 2012 – Aug 2018

- Authored 54 English training materials for Korean learners;
- Planned and implemented campaign activities during the Philippine elections of May 2013.

**Group Communications Manager** Jul 2011- Jan 2012  
South Luzon Tollways Corporation  
Manila Toll Expressway Systems, Inc.

Protected and enhanced corporate image through:

- Effective crisis communications implementation, and company representation as official spokesperson;
- Construction and management of the organizations' website;
- Initiation and implementation of corporate social partnerships between the organization and Philippine local government units.

**Independent Public Relations practitioner** Aug 2010 – June 2011

- Planned and implemented public awareness initiatives for a local Philippine religious tradition;
- Aided in the information drive for disaster awareness for a Philippine local government unit.

**Corporate Communications Manager** Jan 2010 – Jul 2010  
Philippine Prudential Life Insurance Company, Inc.

Enhanced corporate image and public visibility through:

- Effective and consistent publications of the corporate newsletter;
- Regular and timely contributions of news articles to the organization's partner publications.

**Independent Public Relations practitioner** Aug 2008 – Dec 2009

- Planned and implemented campaign activities during Philippine elections.

**Broadcast Journalist**  
GMA News

Apr 2007 – Jul 2008

Prepared news materials and produced assigned newscast, which included the breaking news and developing news coverages of the following:

- 2007 Philippine elections;
- The conviction and pardon of former Philippine President Joseph Estrada.

**Broadcast Journalist**  
ABS-CBN News

Apr 2002 – Mar 2007

Prepared news materials and produced assigned newscasts, which included the breaking news and developing news coverages of the following:

- US-led military offensive in Iraq in 2002;
- Philippine elections in 2004;
- South Asia tsunami in 2005;
- Military standoff and State of National Emergency in the Philippines in 2005;
- Stampede in Metro Manila in 2006.

## -----**EDUCATION**-----

1994-1998: Bachelor of Arts, major in Mass Communications  
Trinity University of Asia

## -----**TRAININGS AND SEMINARS**-----

Journalism ethics, detecting and preventing public relations crises, leadership and mentoring

## -----**PHL GOVERNMENT ELIGIBILITY**-----

Career Service Professional Rating: 85%

## -----**CHARACTER REFERENCES**-----

Readily available upon request