

JOANNA Nodado

JOURNALIST
CREATIVE PROJECT MANAGER
VISUAL STORYTELLER



[BOOK A CALL](#)

ABOUT

A dedicated **journalist**, **project manager**, and **visual storyteller** with over six years of experience in developing high-quality content for one of the media giants in the Philippines and international digital marketing companies.

SKILLS

News Writing and Research
Video and Audio Production
Live Virtual Event Production
Creative Scriptwriting
SEO Article Writing
Digital Content Production
Digital Marketing Management
Still and Motion Graphic Design
Agile Project Management

ACHIEVEMENTS

Best Director, "Turo-turo"
Lente Film Festival, 2019

20/20 Merit Awardee
ANC Leadership Team

Academic Excellence Awardee
University of the East, 2014-2015
Dean's Lister and University Scholar
University of the East, 2012-15

EDUCATION

Bachelor of Arts
in Communication Arts
University of the East, 2011-2015

WORK EXPERIENCE

August 2021 to Present

PROJECT MANAGER, MARS DIGITAL

- Leading teams of content producers, writers, web developers, graphic artists, editors who create marketing content and develop websites.
- Handling over 50 clients from New Zealand for their marketing and web development projects.
- Analyzing marketing campaigns and the scope of the projects based on competitive analysis, trends, and brands' goals.


August 2020 to August 2021


TV SEGMENT PRODUCER & WRITER

BRIGHTLIGHT LEISURE PRODUCTIONS, INC.

- Produced taped segments focused on people's life stories, branded content, travel destinations, and unique stories from all over the Philippines.
- Oversees a staff of five to eight subordinate Researchers, Video Editors, Cameramen, and Production Assistants who helped create and develop assigned segments.
- Provided comprehensive research every week to help **Rated Korina's** show anchor prepare for on-cam interviews and script voiceovers.

GET IN TOUCH

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WORK EXPERIENCES (CONTINUED)

September 2018 to January 2021

TV SEGMENT PRODUCER & WRITER, ABS-CBN CORPORATION

- In charge of writing and producing exclusive taped and live TV shows, working independently, with guidance from the Executive Producer.
- Oversaw a staff of 15 to 20 Researchers, ENG Crew, Technical Team, Video Editors, Cameramen, and Production Assistants who helped create and develop live TV segments

SHOWS: Umagang Kay Ganda, Kuha Mo!, TV Patrol, Election Specials

October 2015 to February 2020

TV NEWS WRITER & ASSOCIATE PRODUCER, ABS-CBN NEWS CHANNEL

- Wrote, researched, and produced live and taped on-air stories for daily newscasts.
- Developed story ideas and produced segments covering breaking news, weather, government, foreign news, and entertainment.
- Interviewed and booked newsmakers; obtained video materials and sound bytes needed for on-air news stories.
- Exercised interpersonal communication skills to extract information for writing accurate news stories within tight deadlines.

FREELANCE WORK

August 2021 to August 2022

ASIA DIGITAL MANAGER & VIDEO PRODUCER, CLIMATE TRACKER

- Amplified NGO's digital presence.
- Produced wrote, and edited website articles, podcasts, promotional videos, newsletters, and scripts for the international non-profit organization's projects for Asian Journalists.
- Copy edited workshop fellows' research papers on Climate Change.

April 2019 to November 2019

ASSOCIATE PRODUCTION MANAGER, UTOPIA (FULL-LENGTH FILM) A CINEMAONE ORIGINALS FILM FEST ENTRY

July 2022 to Present

CONTRIBUTING WRITER & MARKETING ASSOCIATE, GLOBAL MEDIA DESK

- Writing one article per week about video production and visual storytelling.
- Creating, reviewing, editing, and updating content for the company's websites, blogs, and marketing materials for all their social media platforms.
- Suggesting new ways to promote company services and to reach consumers.

November 2019

DIRECTOR AND SCREENWRITER TURO-TURO (SHORT FILM) LENTE FILM FESTIVAL ENTRY

AFFILIATIONS

FILM DEVELOPMENT COUNCIL OF THE PHILIPPINES

Member: August 2021 to Present

INTERNATIONAL NEWS MEDIA ASSOCIATION

Member: July 2021 to Present