

# DARYL ZAMORA

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## EXECUTIVE SUMMARY

### Corporate Communications Manager • Digital Marketing Specialist • Communication Trainer

- *An innovative and highly organized communications professional* with 10 years of experience establishing attractive branding for various organizations through careful strategizing and management of publications and events.
- *An artist who combines journalistic discipline and aesthetic excellence* in creative writing, website development (front-end), email marketing, and publications design outputs.
- *A leader who values integrity, inclusion, and transparency* in pursuit of meeting organizational goals.

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## AREAS OF EXPERTISE

- Writing and Editing
- Project Management
- Public and Media Relations
- Digital Marketing
- Event Management
- Business Presentations
- Graphic Design
- Photography & Photo Editing
- Communication Strategy
- Public Speaking
- Social Media
- Web Development

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## PROFESSIONAL EXPERIENCE

**University of the Philippines Manila**, Manila, PH

**January 2015 – Present**

*Premier National University of the Philippines. Health Sciences Center of the Philippines.*

### Instructor

Taught various communication courses to students from different colleges. Courses included Organizational Communication Theory, Basic Speech Communication, Intermediate Public Speaking, Collegiate English, and Basic Research Writing.

- *Supervised in organizing and marketing a forum on effective speech communication.* The event convened successful communications professionals to address more than 200 college students.
- *Served as emcee of various university events*, including an international conference, university-wide seminar-workshops, and a graduation ceremony.

### Consultancy Work

**January 2015 – Present**

### Communication Trainer

Conducted customized seminar-workshops on inclusive communications, public speaking, and business communication for various local organizations, including:

- Department of Social Welfare and Development (DSWD)
- National Council on Disability Affairs (NCDA)
- AKAP-Pinoy
- LANDBANK of the Philippines

**Handicap International (now Humanity & Inclusion)**, Makati, PH

**June 2013 – December 2014**

*Nobel Peace Prize co-winner that supports people with disabilities and other vulnerable groups in situations of poverty, exclusion, conflict, and disaster*

**Communication Officer**

Took charge of crafting and implementing national and project-specific communications strategies. Wrote news and feature stories on a regular basis for the organization's website, microsites, and email newsletters. Provided write-ups, artworks, and layout for various educational and publicity materials.

- ***Created a Wordpress-powered redesigned company website*** that tripled the traffic to the same domain name. The increase was associated to a more aggressive digital content marketing.
- ***Initiated an internal email newsletter*** featuring the professional and personal accomplishments of the organization's multicultural workforce. The project was well received by colleagues and commended by management.
- ***Drafted the country-wide communications strategy*** which was incorporated in the organization's global strategic planning.

**University of Asia and the Pacific (UA&P)**, Pasig City, PH

**June 2008 – March 2013**

*Formerly the Center for Research and Communication (CRC). A university known for its economics, executive management, and integrated marketing communications courses. Founder of the Tambuli Awards.*

**Corporate Communications Officer**

Recruited to serve as managing editor of the university's official magazine featuring stories about students, faculty, staff, and current events; coordinated effectively with contributors, suppliers, photographers, and artists. Created external and internal email newsletters with a focus on fostering cohesion and engagement.

- ***Converted the university's newspaper-style publication into a magazine*** catering to a wider and more sophisticated readership. The magazine later on won in the Catholic Mass Media Awards sponsored by the Diocese of Pasig.
- ***Wrote speeches for the University President and other executives*** and created accompanying PowerPoint presentations for prominent events.

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## LEADERSHIP EXPERIENCE

**Toastmasters International**, Manila, PH

*Global volunteer organization that develops effective communicators and leaders through regular meetings that involve delivery of prepared and impromptu speeches and feedback. Organizes the annual World Championship of Public Speaking.*

**Division L Director (July 2017 – June 2018)**

Advised 17 Metro Manila clubs and two Bicol Region clubs, making sure that club officers received training and were motivated to achieve their club goals.

- ***Created one new club in Mandaluyong City*** – a task that involved coordinating various personnel, recruiting 20 members, and organizing club meetings.
- ***Conducted two Division-level speech contests*** that later on produced the third-place winner in the national-level contest.
- ***Organized seminars on digital marketing, graphic design and branding, and professional speaking.*** Training sessions for 70+ club officers were also conducted.

### **Area 92 Director (July 2016 – June 2017)**

Advised four Manila-based clubs, making sure that club officers received training and were motivated to achieve their club goals. Achieved President's Distinguished Area, the highest award given to Areas.

### **Maharlika Toastmasters Club President (July 2016 – June 2017)**

Presided all club meetings and events and served as CEO of the club. Recruited more than eight new members. Achieved President's Distinguished Club, the highest award given to Clubs.

### **Maharlika Toastmasters Club VP for Education (July 2015 – June 2016)**

Organized club meetings and launched a club website and various social media platforms that were instrumental in attracting new members. Achieved President's Distinguished Club.

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## EDUCATION

### **MA Communication (Communication Research)**

**June 2010 – Present**

University of the Philippines Diliman, Quezon City, PH

*All coursework completed; working on thesis. Current GWA: 1.55. Anticipated completion: June 2019.*

### **BA Journalism**

**June 2004 – April 2008**

University of the Philippines Diliman, Quezon City, PH

*Cum laude graduate. Worked as Head for Publicity and for Alumni Relations at the UP Journalism Club.*

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## AWARDS

### **Champion, International Speech Contest**

**February 2016**

Area 92, District 75 Toastmasters International

*International speeches are inspirational pieces designed for a global/multicultural audience.*

### **Champion, Evaluation Speech Contest**

**September 2015**

Area 92, District 75 Toastmasters International

*Evaluation speeches assess the performance of a speaker in three key areas: content, organization, and delivery.*

### **Champion, Table Topics Speech Contest**

**February 2015**

Area 92, District 75 Toastmasters International

*Table Topics speeches are impromptu speeches on general-knowledge topics.*

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## CERTIFICATIONS

### **Advanced Communicator Bronze**

Toastmasters International

*Completed 20 projects on public speaking, with specializations in Entertaining Speeches and Informative Speeches.*

### **Advanced Leader Bronze**

Toastmasters International

*Completed 20+ projects on club management, including digital marketing, event management, mentoring, and delivering speech communication seminars.*

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## PERSONAL INFORMATION

**Birthdate:** 5 December 1986

**Marital Status:** Single