

Hannah Praise C. Calacar

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PROFILE

Proactive and detail-oriented Bachelor of Arts in Communication Research graduate at the Polytechnic University of the Philippines with a strong work ethic, robust academic foundation, and volunteering experience. Adept at research, content creation, and multimedia production, with a strong foundation in communication, leadership, and collaboration. Demonstrates exceptional problem-solving skills, creativity, and a results-driven approach, with a proven ability to contribute to both research institutions and media companies. Keen to add value in a dynamic work environment, leveraging expertise in qualitative and quantitative research, content production, and project management.

EDUCATION

Polytechnic University of the Philippines , Sta. Mesa, Manila, Philippines Bachelor of Arts in Communication Research Magna Cum Laude Candidate	<i>2020 - 2024</i>
New Era University , Quezon City, Philippines Senior High School Humanities and Social Sciences Strand (HUMSS) Academic Achiever with High Honors in Grade 11	<i>2018 - 2020</i>
Batasan Hills National High School , Quezon City, Philippines Junior High School Star Section Consistent Academic Achiever with Honors	<i>2014 - 2018</i>
New Life Education Center Inc. , Quezon City, Philippines Primary School Valedictorian	<i>2007 - 2014</i>

RESEARCH INTERESTS

- Media Literacy and Digital Communication
- Organizational Communication and Effectiveness
- Ethical Issues and Social Responsibility in Media
- Market Research and Consumer Behavior Analysis
- Social Media Trends and Analytics
- Crisis Communication Management
- Digital Media Strategies
- Communication Research Methodologies

WORK EXPERIENCE

News and Current Affairs Intern ABS-CBN Corporation – Patrol	<i>April 2024 -</i>
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ng Pilipino

June 2024

- Produced and edited news and feature videos, including Same Day Edits (SDE) and music videos, garnering a total of 7.3K views on YouTube, 10.7K plays on Facebook, and 319.6K views on TikTok.
- Enhanced digital engagement through strategic content creation, utilizing case studies and interviews to foster effective viewer interaction.
- Conducted thorough research and crafted compelling content for broadcasts, including participation in press conferences and analysis of articles and research papers.
- Designed and implemented visual elements such as title cards, news boxes, and captions to improve viewer experience and retention, ensuring clarity for the audience.
- Transcribed health-related information for OH MD, highlighted interviews for Pintig ng Bayan and Kabayan Show, and supported live broadcasts by managing the teleprompter for TV Patrol, ensuring smooth project execution.

Research Intern | Philippines Communication Society (PCS)

*November 2023 –
February 2024*

- Led a team of two researchers in conducting comprehensive market research on the PCS membership database from 2020 to 2023.
- Developed quantitative methodologies to analyze and interpret data from the PCS membership database and suggested effective strategies for the year 2024.
- Implemented strategies to consolidate and streamline the PCS membership database, enhancing organization and accessibility on the PCS website.
- Directed a team of researchers in utilizing qualitative research techniques to analyze PCS reviews from 2009 to 2022, extracting valuable insights into trends in the Philippines over the years.
- Presented findings and collaborated closely with esteemed communication research experts to refine methodologies and frameworks, ensuring the accuracy and relevance of the results.

Freelance Writer and Copy Reader

2020 – 2023

- Crafted academic papers and performed copyreading.

Intern | Contact Integrated Marketing Specialists, Inc.

2020

- Developed strong organizational skills and proficiency in Excel while supporting administrative tasks within the marketing team.

CORE COMPETENCIES

Research Writing

- Proficient in research, data analysis (qualitative and quantitative), and effective communication through reports, graphics, and presentations.
- Skilled in comprehensive literature reviews and diverse data collection methods,

including surveys, interviews, and content analysis.

Creative and Technical Skills

- Experienced in multimedia production, video editing, content creation, digital media, and basic coding (HTML/CSS).

Critical Thinking and Problem-Solving

- Strong abilities in critical thinking, problem-solving, data analysis, interpretation, and ethical decision-making.

Communication and Collaboration

- Adaptable to fast-paced environments and skilled at collaborating with teams.

Research and Analysis

- Expertise in information gathering, qualitative and quantitative research, and familiar with statistical software (SPSS, JASP)

Communication Skills

- Strong academic and professional writing skills for research reports, articles, and presentations.
- Ability to present research findings effectively, both verbally and visually.

Ethical Considerations

- Knowledgeable of ethical considerations in research such as data privacy, confidentiality, and informed consent and upholds academic integrity.

Project Management

- Effective time management and organization skills to meet project deadlines and the ability to create project plans, set goals, and manage resources effectively.

Technical Proficiency

- Proficient in Microsoft and Google documentation such as Word, Excel, PPT, and utilizing Canva.

COMMUNICATION RESEARCH RELATED COURSES

CORE 30103	Corporate Communication and Social Responsibility	<i>GWA 1.00</i>
CORE 30113	Marketing Communication Research	<i>GWA 1.25</i>
CORE 30123	Qualitative Data Analysis with Laboratory	<i>GWA 1.00</i>
CORE 40013	Thesis Proposal Writing	<i>GWA 1.25</i>
CORE 30093	Public Opinion Research	<i>GWA 1.25</i>
CORE 30053	Research Ethics	<i>GWA 1.25</i>
CORE 30063	ICT in Communication Research	<i>GWA 1.00</i>
CORE 30073	Research Design and Planning	<i>GWA 1.50</i>
CORE 20093	Intercultural/International Communication	<i>GWA 1.00</i>
CORE 30023	Fundamentals of Communication Research	<i>GWA 1.75</i>
STAT 30023	Quantitative Data Analysis with Laboratory	<i>GWA 1.25</i>
STAT 30013	Inferential Statistics	<i>GWA 1.50</i>
STAT 20043	Statistics Applied in Communication	<i>GWA 1.25</i>
BROA 40263	Digital Media and Marketing	<i>GWA 1.25</i>
COMM 30043	Advanced Communication Theories and Models	<i>GWA 1.00</i>

PRESENTATIONS

“A Content Analysis On The Media Framing Of Climate Change Coverage By The Philippine Daily Inquirer In The Year 2023”	2024
“Oxford Happiness Survey Among Selected BPO Employees in the National Capital Region” Co-author	2023
“The Public Opinion on the Policies of the BBM Administration on the West Philippine Sea Dispute” Co-author	2023
“SIGN ME UP!: Reducing Inequalities in the Media Outlets for the Deaf and Hard-of-Hearing Community” Co-author	2022
“The Correlation of the Sleeping Practice and Tardiness of Selected Grade 10 Students in New Era University” Co-author	2019
“Case Study of the Lives of 10 People Sheltered at the Home for the Aged” Co-author	2019

ACHIEVEMENTS

Consistent President’s Lister in College Consistent university scholar since entrance in 2020 up until the present.	2020 – 2024
Best Paper on Climate Action (SDG 13) Awarded Best Paper on Climate Action (SDG 13) at the SIKAT Awards 2024 for "A Content Analysis on the Media Framing of Climate Change Coverage by the Philippine Daily Inquirer in 2023."	August 2024
Best Investigative Documentary Honored for exceptional investigative journalism, earning the title of Best Investigative Documentary at the SIKAT Awards 2024 for Adlaw Productions, demonstrating a deep commitment to uncovering critical societal issues.	August 2024
Sikat Awards People on Streets Festival Most Numbered of Views on Tiktok Marketed and worked as a writer and researcher of Tiktok videos from Wanwan Productions with 631K views regarding Philippine History facts.	September 2023
Oscar M. Lopez Foundation Mga Kwento ng Klima 2023 – Top 15 Finalist Recognized as one of the top 15 finalists of the OML MKK working as the Director and Writer for the short film “Tuyong Luha.”	May 2023 – July 2023

Honor Student in High School*2014 – 2020*

Accomplished Junior High School consistent with Honors and Senior High School with High Honors.

2018 Salindiwa Mini Press Conference*February 19-22, 2018*

Produced articles for the newspaper organization Salindiwa, Batasan Hills National High School as a Feature Writer and Deputy Editor-in-Chief.

Philippine Red Cross Quezon City Chapter*2017 – 2018***2018 Leadership Award**

Exercised active participation to demonstrate exemplary skills in motivating others and organizing projects that have significantly contributed to the betterment of the school and community.

Philippines Red Cross Quezon City Chapter, Our Lady of Fatima University*April 2018***2018 Gawad Kabataang Dunant**

Recognized the absolute commitment and contribution to the service delivery and promotion of the Philippine Red Cross as a Red Cross Youth Volunteer.

Philippines Red Cross Quezon City Chapter, Far Eastern University - Diliman*April 2017***2017 Gawad Kabataang Dunant**

Recognized the absolute commitment and contribution to the service delivery and promotion of the Philippine Red Cross that led to the success of the Organization.

Philippine Red Cross Quezon City Chapter, Red Cross Disaster Management Center Quezon City, Philippines*October 2016***2016 Leadership Week****Most Industrious Award****Miss Congeniality Award**

Demonstrated active participation and volunteerism in the 68th Founding Anniversary for the Mass Blood Donation at Quezon City Hall.

AFFILIATIONS

The PUP Manila Pre-Law Society*2023-2024*

A youth organization that promotes Social Awareness, Academic Excellence, and Service, empowering students through legal education, civic engagement, and community service.

Member of Academic and Research Committee

PUP Circle of Research Enthusiasts*2020 - 2023*

Premier academic organization of the Department of Communication

Research.

Member

Wanwan Productions

2020 - 2023

A broadcast and media production organization under the block initiative of BACR Section 1.

Writer and Contributor

Adlaw Productions

2023

A film production intended to increase public awareness and understanding of climate change.

Director and Writer

ANGAT Iskolar PUP

2023

A youth organization promoting volunteerism in the environment, health, social equity, economics, education, and government accountability.

Member of Environment Committee

PUP Biblioflix

2023

A literary organization advocating to increase the quality of Film, Literature, and Zines of the scholars in the Philippines.

Member

PUP School of Debaters

2023

PUP's premier debate and public speaking organization.

Apprentice

Salindiwa

2016 - 2018

A broadcast and media organization for high school students improving their writing skills.

Feature writer and Deputy Editor-in-Chief

Philippine Red Cross Quezon City Chapter

2015 - 2018

A premier humanitarian organization committed to providing quality lifesaving services and educating the youth to be effective leaders and volunteers.

Peer Educator

Rotary Club of Quezon City

2017 - 2018

An association that brings together individuals of all ages who want to make a difference in their world, societies, and oneself.

Member

Girls Scouts of the Philippines

2017 - 2018

An organization empowering girls and young women for their roles at home and in nation-building.

Member

PROJECTS AND EVENTS

‘Tuyong Luha’ Short Film

July - May,

A creative direction and storytelling of Adlaw Productions as one of the Top 15 Semi-Finalists at OML Center Mga Kwento ng Klima (MKK) Short Film 2023.

2023

Director and Writer

Brewtiful Conversations #8 “Reaching New Heights in the Corporate World Through Cloud Technology”

July 2023

An annual online conference touching various parts of corporate communications and social responsibility by inviting experts from in and out of the country.

Graphic Designer

Project EL: Electorates of Literacy 2022

April 2022

A news magazine program directed for the 2022 Philippine Elections.

Researcher and Writer

VOLUNTEER EXPERIENCES

ANGAT Iskolar PUP

2023

Committee on Environment

Advocator

Cornerstone

2019

Ever Gotesco, Cinema 2

Assistance Teacher

Philippine Red Cross Quezon City Chapter

2015 - 2018

Batasan Hills National High School

Peer Educator and Vice President

Rotary Club

2017 - 2018

Batasan Hills National High School

Assistant Organizer

SEMINARS AND WORKSHOPS

Mastering the Moot: Navigating the Legal Arena for the People *July 2024*
Polytechnic University of the Philippines, The PUP Manila Pre-Law Society

Working Committee and Attendee

Assemble: The 1st Pre-Law Societies' Inter-Chapter Paralegal Training *May 2024*
University of the Philippines Manila PLS, University of the Philippine Diliman PLS, University of the Philippines Los Baños PLS, & The PUP Manila Pre-Law Society

Participant

Ipamana: How Mining Impacts Women, Communities and the Environment Forum *March 2024*
Youth Advocates for Climate Action Philippines

Participant

Game of Thrones: Trial of Bonds and the Forging of Camaraderie – A PUP Pre-Law Inter committee Tournament *May 2024*
Polytechnic University of the Philippines, The PUP Manila Pre-Law Society

Participant

Trabahong Trending: A Seminar on Career Development for Future-Ready Communication Researchers *July 2024*
Polytechnic University of the Philippines, Department of Communication Research

Participant

Saliksikan 2024: A DCR Student Research Colloquium *June 2024*
Polytechnic University of the Philippines, Department of Communication Research

Presenter and Attendee

The PUP Manila Pre-Law Society Batch KAHIDLAW Social Night *November 2023*
Polytechnic University of the Philippines, The PUP Manila Pre-Law Society

Working Committee and Attendee

Graphic Design Foundation *April 2024*
Design.ed

Participant

Brewtiful Conversations #6: Brewing Success, Exploring Opportunities, Challenges, and Balance in the Corporate Realm

July 2023

Polytechnic University of the Philippines, Department of Communication Research

Participant

Brewtiful Conversations #7: Managing Expectations in Business Communications; Figuring Out the Right Blend with Atty. Priyasha Carrie

July 2023

Polytechnic University of the Philippines, Department of Communication Research

Participant

Brewtiful Conversations 8: Reaching New Heights in the Corporate World Through Cloud Technology with Storyteller Mr. Davide de Iulis

July 2023

Polytechnic University of the Philippines, Department of Communication Research

Working Committee

REFERENCES

(Available upon request)