



Experience

ROGERS COMMUNICATIONS INC.

UX Writer

2023

- **Spearheaded** internal and external content creation and migration through the \$26B integration between Rogers and Shaw.
- **Strategized** content management of three project launches under the Rogers-Shaw merger.
- Developed and **optimized knowledge articles** for retail stores.
- **Project management** and ownership of merger activities.
- Developed and **standardized** the company's writing **style guide**. Responsible for the design, **functional requirements**, and templates incorporating **Information Architecture** and **UX writing principles**.
- Developed various **employee-centric communications** that helped drive engagement and raise awareness for various products and projects.
- Analyzed internal target audiences to determine the best communication strategies to inform, mobilize and engage them.

SHAW COMMUNICATIONS INC.

Online Content Developer

2018 - 2023

- **Created** and **managed** knowledge **content** for Shaw's internal and external knowledge bases (Jive, Lithium, Ektron, Contentful, Salesforce, and other CMS systems), ensuring they are **clear, concise, compelling**, and **easily digestible**.
- Introduced **Information Architecture** to various content-writing team, and upskilled squads into effective UX writing.
- Developed knowledge templates, processes, and tools that support our goal of **reducing cognitive load** by creating easily digestible content throughout the organization.
- Introduced **Agile** to various working groups, upskilled squads into Agile/Scrum.
- External **copywriting** with a focus on driving a self-serve user experience. Includes technical writing and developing solid call-to-actions.

SHAW COMMUNICATIONS INC.

Various frontline roles

2017 - 2020

eCare-TSR

- Acted as an ambassador for the company as a first point of contact for the customers through online communication: chat, email, and social media.
- Executed both roles and responsibilities of customer advisor and technical support.
- Met specified goals by catering to the customer's satisfaction through the company's principle: best value, best experience.

Technical Support

- Provided knowledgeable technical support and troubleshooting guidance pertaining to satellite TV.
- Executed roles and responsibilities of a front-line agent/customer advisor on top of in-depth troubleshooting.

Customer Advisor

- Communicated with customers to analyze and address their needs.
- Explained billings, programming, and everything regarding customers' services.
- Performed basic troubleshooting with the customers.
- Explained services and special promotions to customers.
- Exceeded individual performance targets.

Education

UNIVERSITY OF THE PHILIPPINES

2013 - 2015

Bachelor of Science in Development Communication, Major in Community Broadcasting

Proficiencies and Interests

TECHNICAL

- Microsoft 365
- Adobe Creative Cloud (Photoshop, Lightroom, Illustrator, Audition)
- Salesforce
- ServiceNow
- Atlassian (Jira, Trello, Confluence)
- Google Analytics
- HTML
- CSS

HOBBY

- Writing
- Board/Video Games
- Reading
- Guitar
- Running
- Hiking

Certifications

- **Google UX Design Professional Certificate** (Google)
 - **Planning a Career in User Experience** (LinkedIn Learning)
 - **UX Design** (LinkedIn Learning)
 - **UX Foundations: Content Strategy** (LinkedIn Learning)
 - **Copywriting 101** (TalentEd)
 - **Technical Writing** (LinkedIn Learning)
 - **Google Analytics for Beginners** (Google)
 - **Learning to Write for the Web** (LinkedIn Learning)
 - **Lean Six Sigma – Yellow Belt** (LinkedIn Learning)
 - **Project Management 101: Fundamentals** (TalentEd)
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