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Snapshot

A communications specialist with over 15 years in-depth experience in promoting brands, products, services, or ideas through innovative, measurable, and targeted communications, having worked in both corporate advertising and international development in regional and international capacities. Professional exposure spans varied communications disciplines across private, public, and non-profit sectors. Keen to pursue a progressive career in communications management, specifically in corporate social responsibility.

Core Competencies & Experience Highlights

Communications & Project Management: Leading internal and external communications management, developing and managing operational processes to address communications requirements, implementing and rolling out management plans, and monitoring, measuring, and reporting communications outcomes.

- Developed and implemented management plans, communications guidelines, procedures, and templates to streamline all communications activities and outputs for the World Wide Fund for Nature (WWF) Malaysia national office.
- Led a team of communications staff across multiple projects within WWF Malaysia.
- Led and coordinated communications staff across multinational offices in Asia Pacific for the WWF Coral Triangle Program.
- Created regional platforms, tools and assets such as [reports](#), [factsheets](#), [infographics](#), [maps](#), [videos](#), [newsletters](#) to elevate national work onto regional and international forums for WWF offices in Asia Pacific.

Strategic Communications: Planning and delivering communications strategies to help achieve specific targets and objectives by utilizing appropriate communications channels.

- Led the communications planning for a regional multi-stakeholder program—the [Asia Pacific Sustainable Seafood & Trade Network](#).
- Facilitated the delivery of advocacy campaigns in Hainan, China, led by a partner organization, designed to increase awareness on marine turtle trade by as much as 50%.
- Led strategic communications for WWF International's Global Ocean Campaign

Copywriting & Production: Conceptualizing, writing, and producing multimedia outputs such as feature essays and articles, audio-visual presentations, events and television shows, print, radio, and TV ads, press releases, online and social media content, print collateral, and publications.

- Wrote for the first Miss Earth Beauty Pageant in 2001.
- Wrote and managed the production of a variety of [videos](#) designed to raise the profile of sustainable tuna fisheries in Asia Pacific.
- Managed the production of a variety of print collateral and [infographics](#) designed to deliver specific messages in a clear, effective, and creative way.
- Managed the production and launch of several publications on [sharks](#) (also translated in [Chinese](#)), [turtles](#), and [live reef food fish](#), among others.

Events Management: Organizing and managing events from concept to implementation including program development, floor direction and stage management, production design, exhibit management, and multimedia production.

- Handled the first [East Asian Seas Congress](#) in Putrajaya, Malaysia in 2003.
- Launched the [Coral Triangle and Climate Change Report](#) at the 2009 World Ocean Conference in Manado, Indonesia

- Led the planning and organization of the [Regional Business Forum](#) in Manila, Philippines in 2010, in Kuala Lumpur, Malaysia in 2011, and Bali, Indonesia in 2013.
- Led the organization of [Coral Triangle Day](#) events in 2012, 2013, and 2014 across Asia Pacific.

Public Relations: Managing media relations, organizing press conferences, campaigns, and other activities designed to raise public awareness and understanding of identified issues, including the aggressive use of print, online, broadcast, and social media.

- Managed the production and launch of [The Coral Triangle book](#) in 2011.
- Managed the development and launch of a regional online fundraising and awareness [campaign](#) in 2011, which raised the profile of WWF's work in the region by as much as 70% through pro-bono media exposure at National Geographic Channel garnering close to 30 million total viewers for its TV commercial (combined prime time and fringe spots in Asia).

Brand & Marketing Communications: Developing and rolling out a mix of marketing activities designed to build brand awareness and loyalty.

- Led the design and implementation of below-the-line advertising campaigns for clients including brand-activation events, customer relations marketing, public relations, product sampling, live shows, and marketing launches.
- Brands handled include: *Neutrogena, Johnson's Pure Essentials, Johnson's Baby Oil, Carefree, Knorr Seasoning, Ladies' Choice Mayonnaise, Axe Deocologne, Lipton Iced Tea, KFC, Jollibee, Ayala Center, Sun Life of Canada, GMA 7, Thunder Energy Drink, La Farge Cement, Penshoppe.*

Networking & Partnerships: Harnessing the power of collaborative and mutually beneficial partnerships and scoping and creating productive linkages that achieve shared goals.

- Managed pro-bono partnerships with broadcast companies and film producers for documentaries.
- Managed pro-bono partnerships with creative agencies such as Dentsu Asia.
- Managed pro-bono [celebrity engagements](#) for public outreach to help raise awareness and understanding and change behavior on specific issues such as seafood consumption.

Employment History

Communications General Manager

World Wide Fund for Nature (WWF) Coral Triangle Global Initiative & Global Ocean Campaign

September 2008 – Present
February 2014 – Present

Head of Communications

World Wide Fund for Nature (WWF) Malaysia National Office

March 2006 – September 2008

Head of Accounts

Publicis-Dialog, Manila

July 2005 – March 2006

Senior Communications Manager

PEMSEA (Partnerships in Environmental Management for the Seas of East Asia, a regional project of the United Nations Development Programme)

September 2003 – July 2005

Head Writer / Accounts Manager

All Media Marketing House Inc.

October 1998 – September 2003

Education

Masters in Development Communication

Major in Social Marketing and Environmental Communication

Dean's List

University of the Philippines

Bachelor of Arts in Communication Arts

Major in Creative Writing

University of the Philippines