

Vina Vidal Vicente

Married to Roland Alex P. dela Peña with one child, Tala Ysabel Vicente dela Peña
Born 10 March 1975 to Librado C. and Val V. Vicente
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AREAS OF SPECIALIZATION

Communications Skills Training and Development, Communications Consultancy and Management

EDUCATION

	Post-graduate	Master in Public Management (2006) Ateneo School of Government Ateneo Professional Schools Ateneo de Manila University
	Undergraduate	Bachelor of Arts (1997) Major in Communications Ateneo de Manila University
Civil Service Commission Career Service Professional: 2 nd level eligibility (87.03)	High School	Immaculate Conception Academy (1993)
	Grade School	Immaculate Conception Academy (1989)
	Languages and Dialects	Fluency in English; Fluency in Filipino; Fluency in spoken Ilonggo; basic written Spanish; minimal written Chinese
	Programs	Microsoft Office, Adobe Photoshop CS2, Microsoft Visual SourceSafe

PROFESSIONAL POSTINGS

May 2009 - present

CHEVRON HOLDINGS, INC. – MANILA SHARED SERVICES CENTER Communications Specialist

- In charge of: communication plan development; leadership message development; supervision of communication plan implementation; production management of print and online communication collaterals, i.e. project website, internal stakeholder newsletter, external stakeholder newsletter

**September 2007 –
December 2008**

CHEVRON HOLDINGS, INC. – PROJECT OLYMPIC Communications Specialist

- Successfully conducted internal communications and crisis management for the Go/No-Go decision of the Asia Pacific release
- In charge of: communication plan development; leadership message development; supervision of communication plan implementation; production management of print and online communication collaterals, i.e. project website, internal stakeholder newsletter, external stakeholder newsletter

January 2008 – present

Project Central Owner/Partner and Projects Consultant

- Develops and implements project management plans for client companies and individuals

**February 2007 – March
2009**

SpeakWrite Communications Consultants Co. Owner/Partner and Communications Consultant

- Developed communications plans and collaterals for client companies
- Created and implemented communications skills training modules for individual and corporate clients

**January 2006 – August
2007**

ITI CONSULTING, INC. / GOFLUENT.COM Corporate Trainer for Language and Communications

- Taught English to Europeans in the corporate sector [handled an average of 280-300 learners per month], which involved:
 - English level assessment and needs identification
 - Communicative learning program development
 - Program implementation and monitoring

**October 2005 – January
2006**

TRANSPARENCY AND ACCOUNTABILITY NETWORK Consultant, Ombudsman Watch 2005 Project

- Managed and coordinated all components and activities under the project: Ombudsman Search hearings; communications planning, implementation and evaluation; media relations, manual development

July 2005 – October 2005

INTELLECTUAL PROPERTY VENTURES GROUP

Corporate Communications and Public Relations Manager handling three major projects: Botika ng Munisipyo, Inc., E-Games.com.ph, and IP Converge Data Center.

- In charge of: the creation and implementation of communications programs; development of the company's overall strategic public relations programs, including media relations, community relations, internal communications and investor relations.

October 2002 - December 2004

TRANSPARENCY AND ACCOUNTABILITY NETWORK [Ateneo School of Government / Ateneo Center for Social Policy and Public Affairs]

Project Director handling all Network projects

- Conceptualized and implemented various anti-corruption projects.
- Served as the TAN representative and spokesperson.
- Created, implemented and oversaw communications programs that effectively describe and promote the organization and its products.
- Developed and implemented the company's overall strategic public relations programs, which may include media relations, community relations, internal communications and donor relations.

January 2001 - July 2002

OFFICE OF THE PRESIDENT, MALACAÑAN, MANILA

Presidential Staff Officer VI (serving 2 distinct posts)

June 2001-July 2002

NCR Desk Officer, Office for Regional Concerns and Public Affairs, Presidential Management Staff

January-May 2001

Senior Technical Staff and Confidential Assistant to the Executive Secretary, Office of the Executive Secretary

February 2000 - February 2001

THE MANILA TIMES

Lifestyle and Entertainment Writer

November 1998 - July 1999

INDEPENDENT INSIGHT, INCORPORATED

Public Relations Associate and Confidential Assistant to the Chairman

July 1997 - November 1998

PARTIDO PARA SA DEMOKRATIKONG REPORMA / PRESIDENTIAL CAMPAIGN OF SECRETARY RENATO S DE VILLA (serving 4 distinct posts)

May-November 1998

Assistant Director for Platforms and Programs; and Confidential Assistant to the Party Chairman

July 1997-May1998

Protocol and Media Liaison Officer; and Close-in Assistant to the Presidential Candidate

PROJECTS [completed within and outside of Professional Postings]

Communications: Research, Writing and Editing

- Editor, YES: PIGS CAN FLY!, a publication of Procurement Watch Inc. and the United States Embassy [2008]
- Speech writer for Mr. Tony Tancaktiong, Jollibee Foods Corporation
- Contributing writer, Working Mom magazine, ABS CBN Publications
- Writer, OMB WATCH 2005: Evaluation of the 2005 Ombudsman Selection Process, Ateneo School of Government [2006]
- Contributing writer, Ad Edge Magazine, a publication of the Philippine Association of National Advertisers (PANA) and Custom Publishing and Marketing, Inc. (CPMI)
- Editor, Case studies and papers on Federalism: Ateneo de Manila University [2005]
- Writer, Review of Philippine Sources on Ethics: Ateneo School of Government [2004-2005]
- Editor, Guide to Government Processes and Transactions: The Lifestyle Check Intake System [published 2004]
- Editor-in-Chief, Annual Transparency and Accountability Report [2003-2004]
- Writer, Various grant proposals for the Transparency and Accountability Network [2002-2004]
- Editor, Guide to Government Processes and Transactions: Filing Charges and Complaints with the Office of the Ombudsman [published 2003]
- Editor, Walking Through the Office of the Ombudsman: Defining the Job and

the OMB Selection Process 2002 [published 2003]

- Writer, Case Study: Tools, Strategies, and Existing Mechanisms for the Anti-Corruption Campaign and Good Governance in the Philippines: A Study of Civil Society Initiatives through the Transparency and Accountability Network [2003]
- Writer, Case Study: An Evaluation of the Lifestyle Check Project of the Office of the President Transparency Group [2003]
- Writer, The Manila Times, Lifestyle and Entertainment features [published Feb 2001 to Jan 2003] – *print portfolio available upon request*

Project Management and Monitoring

Certified, Module on Project and Operations Management, Ateneo School of Government [Oct-Nov 2004]

- Lead Project Manager, Ombudsman Watch 2005, TAN [2005]
- Lead Project Manager, Capacity-Building for CSOs in Monitoring and Evaluating Actual Public Procurement Practice, TAN [2004]
- Lead Project Manager, Anatomiya ng Korupsyon: Media Campaign Against Corruption, TAN [2004]
- Lead Project Manager, Case Study on the Policy Advocacy and Lobbying Practices Utilized on House Bill 5465 or the Creation of the National Revenue Authority, TAN [2004]
- Lead Project Manager, Anti-Corruption Literacy Program for the Youth, TAN [2003]
- Lead Project Manager, National Transparency and Accountability Program: Action Planning with National Government Agencies, TAN [2002-2003]
- Lead Project Manager, Ombudsman Watch 2002, TAN [2002]

Advocacy, Campaigns, Production, and Events Management

- Lead Organizer, Formal launch of the first outlet of BnM Drugstore [2005]
- Entertainment Coordinator, National Anti-Corruption Conference Opening Ceremonies, Governance Festival, Civil Service Commission [2004]
- Lead Organizer, General Assemblies for the Transparency and Accountability Network [2002-2004]

Facilitation

Certified, Technology of Participation [June 2004]

- Moderator, General Assemblies for the Transparency and Accountability Network [Oct 2002 to Dec 2004]
- Assistant facilitator, Strategic Planning Sessions for the Transparency and Accountability Network [Oct 2002 to Dec 2004]
- Lecturer, Capacity-Building for CSOs in Monitoring and Evaluating Actual Public Procurement Practice [Sept to Oct 2004]
- Lead facilitator and lecturer, Anti-Corruption Workshop for the Government Association of Administrative Officers [Boracay, Philippines, Oct 2003]
- Lecturer, Ombudsman Anti-Corruption Literacy Program for the Youth [Davao City, Philippines, Nov 2002]