

Althea Serad

Writer. Marketing & Content Strategist.
Sales Liaison Specialist.

Hi! I'm Thea.

BRIEF SUMMARY

I like to explore and dabble in different fields and put these learnings together to create seamless systems and impactful content.

I have worked as a writer for 7 years, after which I explored business coordination, digital marketing, and sales.





01

WRITING

I have written copy for ads, content for social media, event scripts, and articles on news topics, lifestyle, and a company blog.

02

CONTENT DEVELOPMENT & MARKETING

I have conceptualized events and activations, created strategies for social media and digital content, have seen through campaigns from ideation to execution, placed ads on Facebook, and collaborated with partners and influencers.

03

SALES

I built and oversaw relationships with local merchants on the e-commerce website and developed the onboarding process with merchants and collaborated with partners.

04

BUSINESS & PROJECT ORGANIZATION

I helped create and improve organizational systems and processes, and oversaw the coordination and management of project deliverables.

Experience

Qualities I'm proud to have



Flexibility



Dependability



Resourcefulness



Drive



Integrity

Articles

01

Blog Article for The Picture Company

Read blog [here](#).

02

News Article: The World's Bee Population Is In Danger, and So Is Our Future

Read article [here](#).

03

Feature Article: 35 Romantic Fantasy and Sci-Fi Movies You Should Totally See

Read article [here](#).

Event Scripts

01

Huawei Phones Trade Launch
For Wishcraft Events

Script [here](#).

02

World Food Day Food Fair: World Food
Programme & Knorr
For Wishcraft Events

Script [here](#).

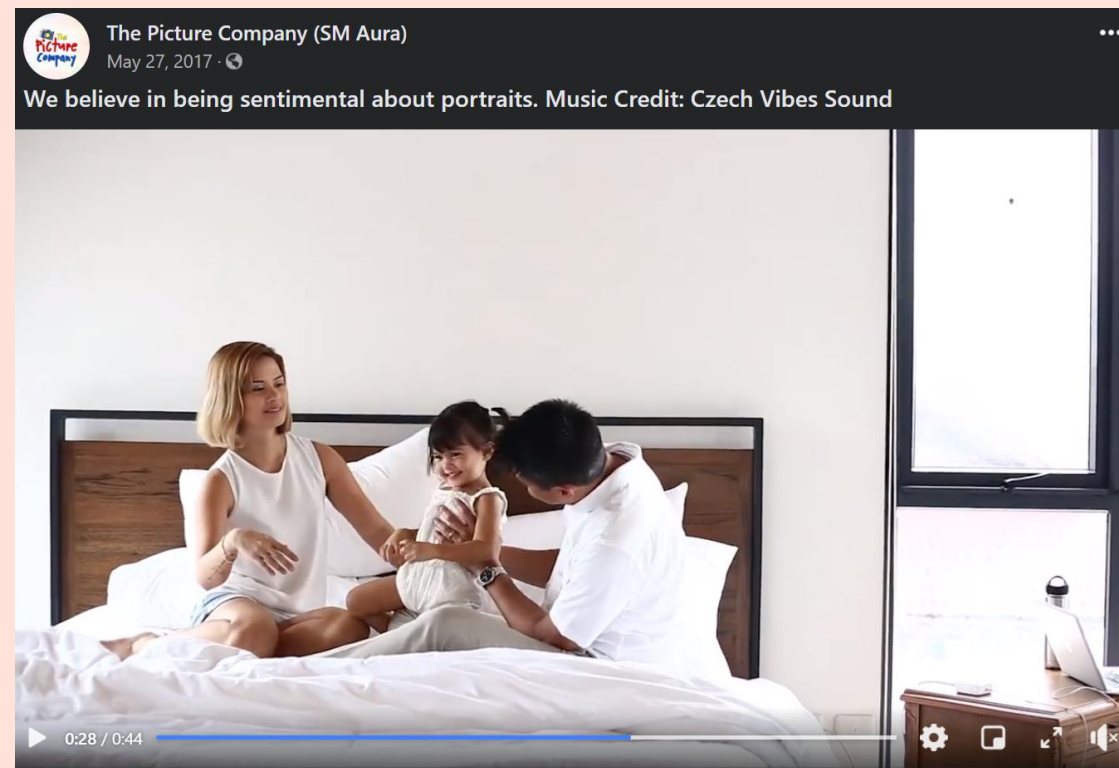
03

Globe Pamasko Event
For Wishcraft Events

Script [here](#).

Social Media Content Created

For The Story Company



I did not take the videos and photos in these posts and promotional materials. I managed the company's social media pages for a while and edited the photos and videos the photographers captured with our clients to create posts on social media.

Videos: I mainly did video editing and conceptualization of sequence and messaging. Click [here](#) to watch videos.

Photos: I wrote the caption for the posts, text in the photos, and edited text included in the photos. Click [here](#) to see edited photos.

Events Conceptualized

01

CITI ICG CLIENT
APPRECIATION NIGHT

Click [here](#) for event concept.

02

SELECTA NATIONAL SALES
CONFERENCE

Click [here](#) for event concept.

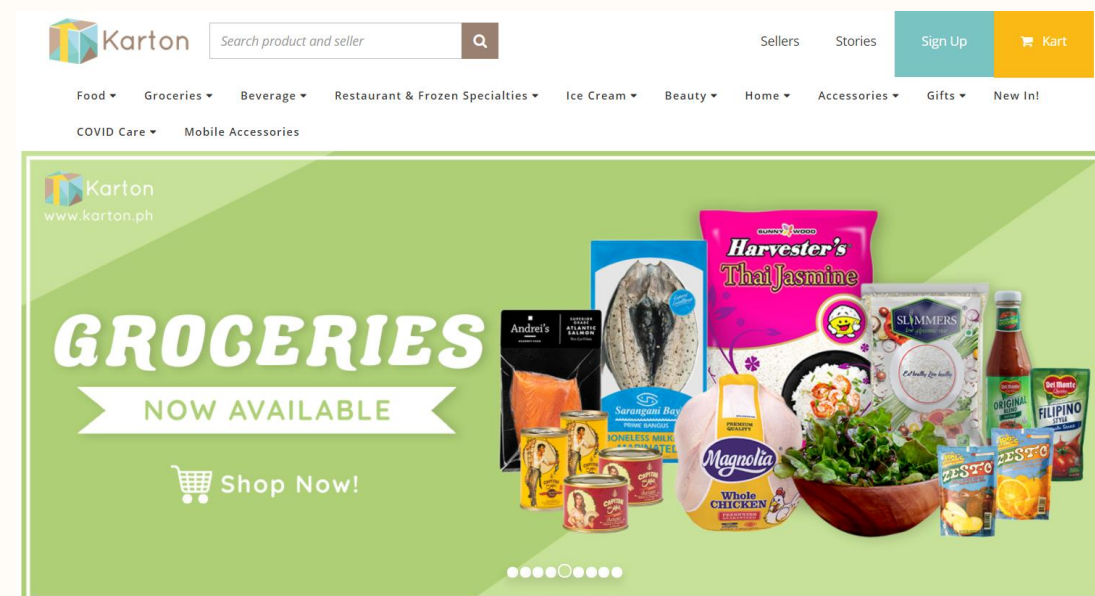
Social Media Plan & Content Strategy

Karton.ph

See plans [here](#).



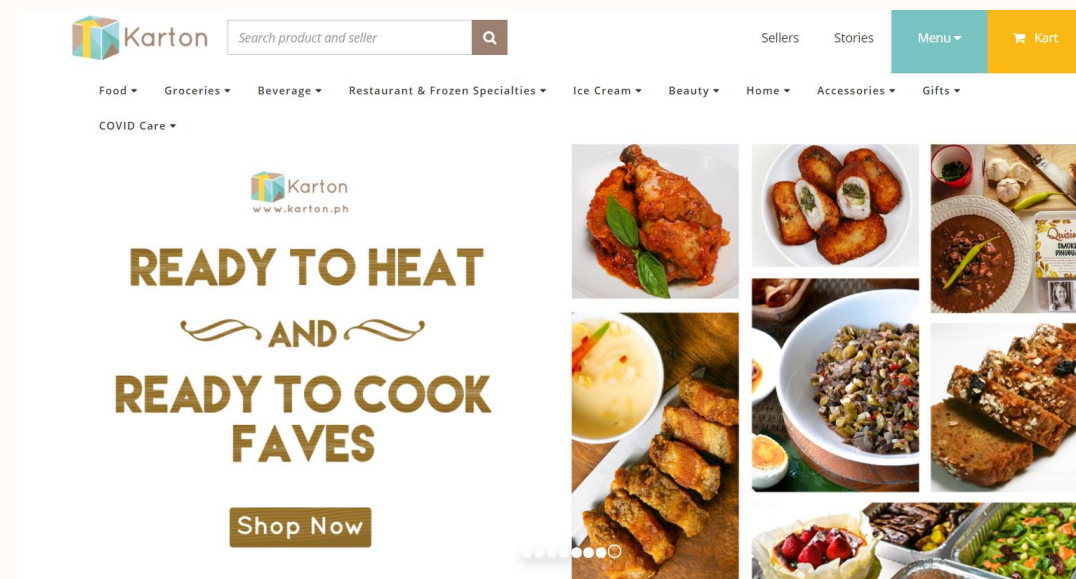
Website Categories Launched



01

Groceries

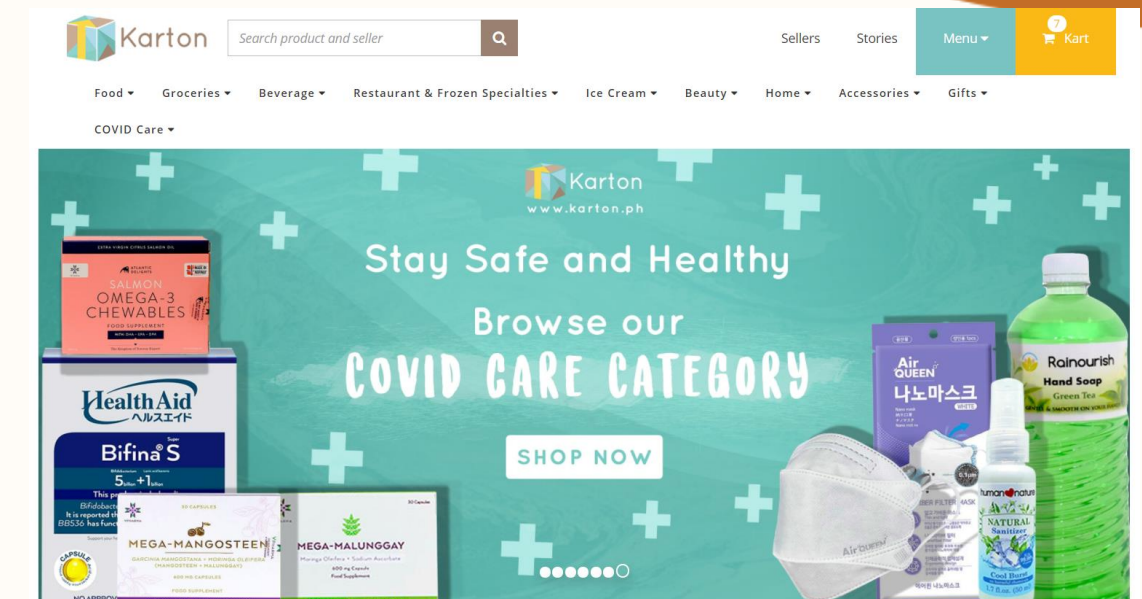
What I Did: Onboarded merchants for category, Category Promotions, Website Product Tagging



02

Restaurant & Frozen Specialties

What I Did: Onboarded merchants for category, Category Promotions, Website Product Tagging



03

COVID Care

What I Did: Onboarded merchants for category, Category Promotions, Website Product Tagging



Women's Month Campaign

For Karton.ph

A campaign for Women's Month highlighting the different stories of Filipina entrepreneurs on the website.

Supporting Channels: Website Banner, Website Category with products of Filipina entrepreneurs, Social Media, Facebook Ads, Seller Stories

See main video and other materials [here](#).



Healthy Month Campaign

For Karton.ph

A campaign highlighting different products on the website that support a healthy lifestyle.

Supporting Channels: Website Category with Healthy Products, Website Banner, Recipe Videos, Recipe Blogs on the Website, Influencers, Social Media Posts & Stories, Facebook Ads

See videos and other materials [here](#).

Event Organized

Karton Pinoy Bazaar

Il Terrazo Mall, Quezon City

What I Did:

- Event Concept
- Coordination with mall management
- Coordination with Merchants
- Managing & Coordinating Team and Deliverables
- Preparation of materials for Karton's Booth
- Ads and Promotions
- Influencer management

More photos of event [here](#).



Events Joined



Corporate Giveaways 2019 SMX Convention Center

What I Did: Arranged requirements, Booth Supervision, Selling of Products, Organizing of Booth Materials, Event Promotion
More photos [here](#).



GRAB Nakakalokal 2019 Bonifacio High Street

An event held to highlight local sellers and products and launch Grab Pay on the Grab App.

What I Did: Pre-Event negotiation & coordination, Booth Supervision, Selling of Products, Organizing of Booth Materials, Event Promotion
More photos [here](#).



Women's Bazaar 2019 Gateway Mall

A bazaar held by Spark! Philippines to help promote women entrepreneurs and women-made products

What I Did: Booth Supervision, Selling of Products, Organizing of Booth Materials, Bazaar Promotion
More photos [here](#).

Merchant Partnerships & Relationships

Over 300 merchants

I've built and managed relationships and partnerships with merchants for Karton.ph.



GREAT WOMEN



The **Superfood** Grocer

Speaking Engagements



Unbounded Mini Convention

Colegio de San Juan de Letran

Basics in the E-Commerce Industry
Guest Speaker



Leapreneur Insights

FB Live – [Episode Link](#)

Lessons I Learned from Building an Online Marketplace
Guest Speaker

Certificates



Acceleration Program
IIDM (The International Institute of Digital Marketing)

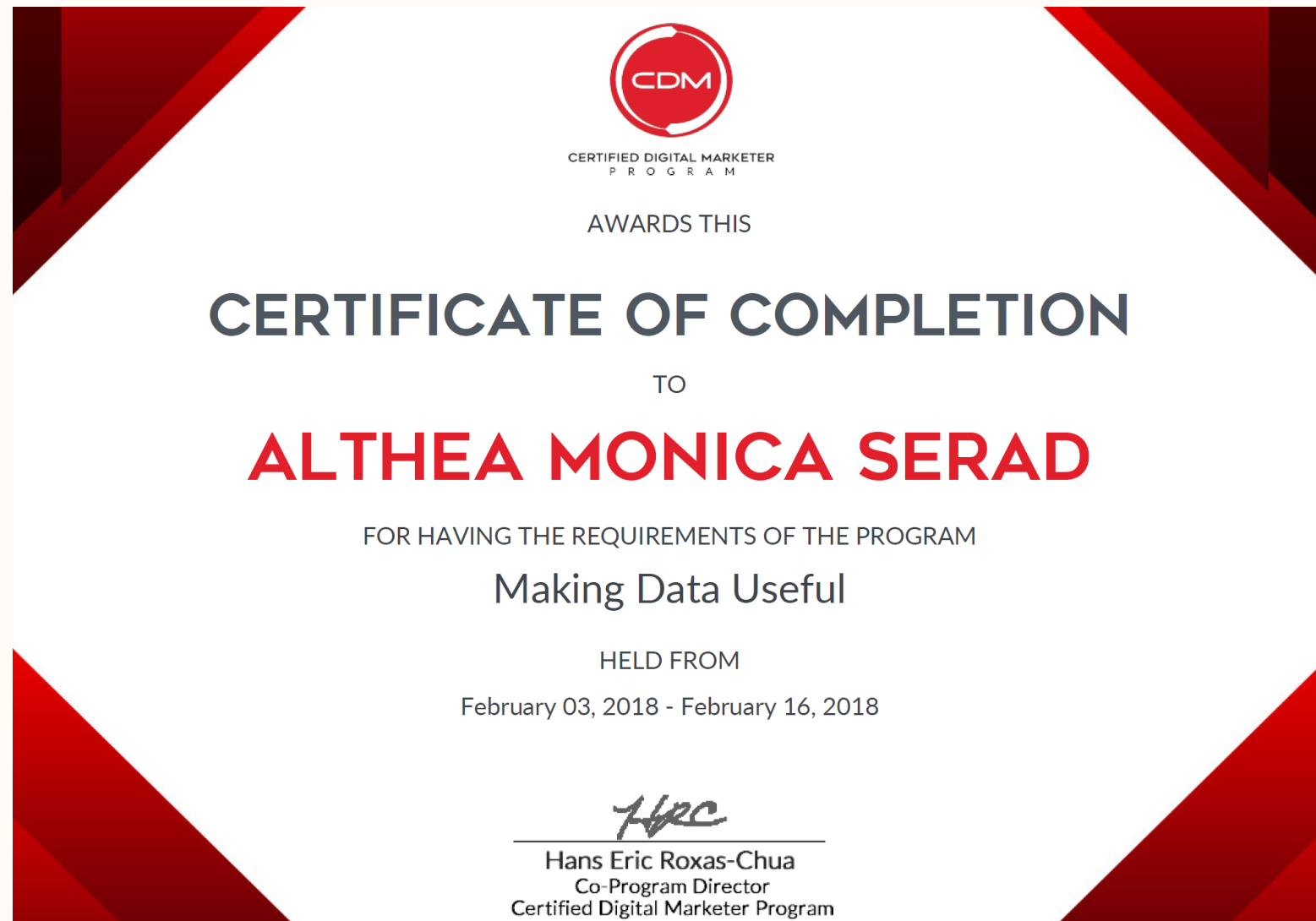
Digital Marketing Fundamentals



Campaign Strategy
IIDM (The International Institute of Digital Marketing)

Media strategy - paid media creatives, ad formats, and omnichannel strategy

Certificates



Making Data Useful

IIDM (The International Institute of Digital Marketing)

Techniques of managing the data value chain



Social Media Strategy and Analytics

IIDM (The International Institute of Digital Marketing)

Holistic branding strategy on social media channels
Social media analytics
Social CRM
Social Selling



Personal Initiatives

#SustainabilityScore

A scoring system created in 2020 where consumers can score the sustainability level of products and brands they purchase.

This is an effort to spread awareness on how much impact brands have on the planet and move consumers to be mindful before a purchase, and hopefully move brands to opt for sustainable packaging and services.

Link to post and metrics:

<https://www.instagram.com/p/CGxRFAvmRe/>

#SUSTAINABILITYSCORE

SCORE YOUR BUY

5 POINTS EACH

Product Packaging

Shipping Packaging

Materials/Ingredients

Recyclability/Reusability/Compostability

Option to refuse plastics

Volunteer Efforts

Haribon Foundation



Biodiversity on Wheels

Built-in multimedia and library

Visits schools and communities to teach environmental topics such as Philippine biodiversity and solid waste management.

LEARNING FROM TREES

September 1, 2016

On December 7, 2013, I had this great opportunity to get out of my comfort zone and actually do something for our forests. I and a couple of my friends joined one of Haribon Foundation's tree planting activities in line with their Road to 2020 movement, a movement committed to restore the Philippine rainforests with native trees by the Year 2020.

by Althea Serad
Member, Haribon Foundation

What we are doing to the forests of the world is but a mirror reflection of what we are doing to ourselves and to one another. – Mahatma Gandhi

In this day and age, amongst all the modernity of civilisation, it's hard to look outside and see, really see what's happening with the current situation of the Philippine forests.

Tree Planting – Mt. Banahaw

[Blog Article](#)



Feminist Fridays by Filipino Freethinkers

Consent, Harassment, and Sex Positivity
Gender Expectations and Multiple Burdens
SOGIE and Intersectionality

Fact-checking Webinar in the time of Coronavirus by Rappler's MovePH

Webinars

Personal Interests

Webinars I've attended to educate myself on issues I care about



Umpukan sa Nayon: Greening Our Cities

Transforming the NPF Property in Paranaque as an Urban Park
A Biodiversity Charrette



Life Stories Workshop Series: Communicating Sustainability

Feedback from colleagues

01

ANGEL OANES

Multimedia Artist

“It was a rare opportunity working with a skilled person like Thea. I had the chance to work with her for half a year on a startup company where she taught me a lot of things and made my job easier. Her ability to juggle a lot of tasks and her organizing skills was unlike any I’ve seen before and it made a remarkable difference in the productivity of our company. She would be an asset to any team.”

02

CHIQUI GAERLAN

General Manager, The Picture Company

“Thea puts organization to things I thought were already organized. She gets things done - and fast! Very easy to work with and very reliable. She brings the team work performance to a higher level. Open to learning and responsibilities outside her JD and comfort zone. Wish we could have more Theas who are just as light, fun, reliable and most of all---champion in execution!”

03

CHRISTELKE AGAPITO-GENCIAGAN

Copyeditor | Publishing Manager

“She picks up instructions quickly. Althea’s articles came fresh to the eye — she writes catchy headlines, her thoughts are well organized, she adheres to the house style, and she has good grammar competency. She never missed a deadline. Her communications skills are excellent.

Although my dealings with Ms. Serad are purely virtual and online, I still got a whiff of her enthusiasm, positive attitude, dedication to her craft, as well as her creativity (as it shows in how she approaches and presents news topics)."

Tools I use



Google Sheets



Facebook Ads
Manager



Google Analytics



MS Office
Word, Powerpoint, Excel



Video & Photo Editing
*Adobe Photoshop,
Adobe Premiere Pro*



Let's Connect

EMAIL

theaserad@gmail.com

WEBSITE

<https://theaserad.wixsite.com/altheaserad>

PHONE

(+63) 926 675 2927