

JULIENNE RABOCA

19F Tower 1 Grandview Gardens 18 Bridges St. Central
Hong Kong | juliennerraboca@gmail.com | +852 9480 9452



SUMMARY | I am motivated career starter looking forward to an international career in communications, media, and project management. For the past year, I've been working in Hong Kong as an editor for *CityLife* Magazine, a visitor and tourism oriented monthly bilingual publication. Previously, I worked at Johnson & Johnson with an international team comprised of talented individuals from the US, Canada, and Hong Kong to push communication goals across the Asia Pacific region. I hope to be able to take my flexibility, cross-cultural communication, interpersonal skills, creativity, and analytic mind into my future employment as a fast-learning and effective contributor.

EXPERIENCE | **ASSISTANT EDITOR CITYLIFE MAGAZINE**

APRIL 2013-PRESENT

- Produces and manages both print and online media content
- Conducts preliminary research and interviews for articles
- Churns out editorial pieces and updates in a timely fashion
- Maintains relationships with partners such as the Hong Kong Tourism Board (HKTB - of which CityLife is the official media partner) and the Hong Kong Hotels Association (of which CityLife is the official magazine)
- Engaged in the creation, conceptualization, and presentation of tender proposals for various media deals
- Part of the team that determines the editorial strategy of the magazine
- Successfully launched an editorial and design revamp for the magazine
- Created a Media Kit to distribute to key accounts and potential new advertisers

COMMUNICATIONS SPECIALIST JOHNSON & JOHNSON

SEPTEMBER 2012-APRIL 2013

- Worked directly with the Director of Communications and Public Affairs and the Janssen Asia Pacific Regional team in delivering Communications goals for the pharmaceutical arm of Johnson & Johnson
- Conceptualized, developed, executed, and managed two major projects: (1) an Intranet Portal for the Asia Pacific Medical Sciences Organization (serving over 1,300 employees) in liaison with IT developers based in India, and (2) a region-wide internal communications campaign called the 'Integrity Initiative' (budgeted at over USD\$100,000 with a coverage of over 7,000 employees, implemented in 14 countries) that was highly reviewed by top management; including a pledge drive, a website, a bi-monthly newsletter, a teaser campaign, 4 competitions (some hosted on social media platforms), CSR partnerships, and more

- Supported two major projects: (1) a Corporate Social Responsibility campaign (budgeted at USD\$100,000) to be launched both internally and externally, and (2) A Leadership Communications program (budgeted at USD\$100,000++)
- Wrote and distributed various EDMs, newsletters, leadership messages, articles, presentations, announcements, and updates for mostly internal and occasionally external distribution
- Supported the Janssen Asia Pacific employee leadership conference and awards ceremony in Bangkok, Thailand (April 2013) entitled “3I’s: Insight, Innovation, Integrity”

PROJECT ASSISTANT HONG KONG POLYTECHNIC UNIVERSITY

AUGUST 2011-AUGUST 2012

Developed a personal development and cultural program for undergraduate students in the Faculty of Business. The traineeship focused on overall project management including the budgeting, conceptualization, planning, execution, and evaluation of events and forums (involving liaising with high profile guests such as diplomats, senior level executives, and third party organisations), workshops, courses in higher education, and other various student activity programs.

MARKETING ASSISTANT SIEMENS PHILIPPINES

AUGUST 2010-JULY 2011

Responsible for all marketing activities for the Healthcare Sector of Siemens, Inc. Philippines, including research, determination and analysis of market share, development of potential customers and opportunities, after-sales marketing support, events, sponsorships, road shows, media (press releases, etc.), client relations, etc.; handled more than ¾ of a total sector marketing budget of Php 8 Million (USD\$180,000.00)

EDUCATION | ATENEO DE MANILA UNIVERSITY, PHILIPPINES

MANAGEMENT, MAJOR IN COMMUNICATIONS

- GPA: 3.31
- Top 6 international student and partial scholar in a 1-term business exchange program, Ecole supérieure de Commerce de Rennes (ESC Rennes), France
- Champion, EcoDebates Asian Parliamentary Competition 2009 (Ateneo Debate Society)
- 1st Place, ASEANpreneurs Alpha Challenge 2009 (National University of Singapore Entrepreneurship Society)
- Champion, De La Costa Cup Debate Tournament 2006 (Ateneo Debate Society)

SKILLS & ABILITIES | Writing, Presentation & Public Speaking, Graphic Design, Adobe Photoshop, Adobe InDesign

REFERENCES | JULIEN DEDMAN, SENIOR DIRECTOR, PUBLIC RELATIONS COMMUNICATIONS

JANSSEN CHINA

jdedman@ITS.JNJ.com

MARK WILLIAMS, FORMER ASSISTANT HEAD OF THE SCHOOL OF ACCOUNTING AND FINANCE

HONG KONG POLYTECHNIC UNIVERSITY

mwilliams@asiancompetitionforum.org

DANIEL ROBERTS, DIRECTOR OF BUSINESS DEVELOPMENT (FORMER COLLEAGUE AT HONG KONG POLYTECHNIC UNIVERSITY)

CNI BULLION

Daniel.Roberts@cni-gold.com