**Samantha**

**Mira**

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**SUMMARY**

A versatile professional with experience and training in the following areas:

* Events and Promotions Management
* Marketing Communications
* TV and Radio Production

**WORK EXPERIENCE**

**Media Relations Officer**

Office of Senator-Elect Edgardo “Sonny” Angara

April 2013 - Present

* Serves as media coordinator under the Media and Communications Group; main task is to ensure wide media coverage of principal.
* Also serves as the principal’s executive assistant during events.

**Account Executive and Project Manager**

FrontRow D2C Inc.

January 2009 – June 2010

Account Executive (January 2010 – June 2010)

* Dealt with project conceptualization and client liaison
* Served as the internal representative of the client within the agency overseeing the over-all project

Project Manager (January 2009 – December 2009)

* Was in-charge of the operational aspects of a project, prepared project work plans according to project design, assigned task to support groups, identified resources needed, ensured completeness of project documents and reviewed all deliverables prior submitting it to Account Executive.

*Projects Handled* *- Direct to Consumer Promotions*

* Project: Windows Technology Zone, January 2009

An in-store promotional activity for Microsoft Windows Vista

Client: Microsoft Philippines and Digital Paradise Incorporated

* Project: Dare to Go Live! , March 2009  
  An on-line digital race promoting the use of Windows Live and all its features  
  Client: Microsoft Philippines and Digital Paradise Incorporated
* Project: Hapee, Go for the Extreme Clean Activation, March 2009

A direct-to-consumer activation targeting call centre offices and fitness centres as marketing properties.  
Client: Lamoiyan Corporation

* Project: TheraHerb Supplements Activation, July 2009  
  A direct-to- consumer awareness campaign introducing Splash Corp’s premiere herbal supplements brand – Theraherb Up&Alert, TheraHerb Off to Bed & TheraHerb Slim&Slender. Marketing properties are BPO offices, review centres and MRT stations.  
  Client: Splash Corporation
* Project : Green Cross Soap Barangay Caravan, August 2009

A direct-to-consumer awareness campaign promoting the different variations of Green Cross soap to more than more than 100 barangays and public markets nationwide

Client: Green Cross Incorporated

* Project: Eskinol TV Sampling, October & November 2009

Studio sampling – programs targeted were ASAP (ABS-CBN) and SOP (GMA 7)

Client: Sara Lee Philippines

*Projects Handled* *- Events*

* Event: Master Hybridz NU 107 Rock Awards, October 2009

Event Sponsorship – Music Awards

Client: Sara Lee Philippines

* Event: Master Hybridz Tunog Kalye MaxFM Face-Off, November 2009

Event Sponsorship – Car Show

Client: Sara Lee Philippines

* Event: 10th Annual Gawad Splash, January 2010

Supplier and Distributor Awards Night

Client: Splash Corporation

* Event: Splash Direct Sales Business Center Launch, April 2010

Outlet Grand Opening Day

Client: Splash Corporation

* Event: Aling Puring Convention, Pure Gold, May 2010

Pure Gold Supermmarket Supplier’s Convention

Client: Century Pacific Group

(Participating brands are Century Tuna, Century Corned Tuna, Argentina Corned Beef, 555, Angel Condensada and Birch Tree)

**Segment Producer**

Global News Network, Global Destiny Cable

December 2008

* Supervised and controlled all production aspects of all shows under the networks primetime segment.

**News Anchor /Business & Finance Correspondent**

Global News Network, Global Destiny Cable

August 2008

* Featured news and commentaries from economists, brokers, stock / financial analysts, and other members of the business community; also served as writer; was exposed to field work covering business related news/events around the metro.

**Administration Assistant**

Global News Network, Global Destiny Cable

June 2008

* Worked hand in hand with the Broadcast Manager in handling the over-all network operations such as supervising the production of all the live primetime programs, coordinating with Co-Producers of all programs and TV Commercials

**Production Coordinator**

Global News Network, Global Destiny Cable

May 2008

* Functioned as researcher, floor director and production assistant.

**EDUCATION**

**University of the Philippines**

Master of Arts in Media Studies – Broadcast

2012 – Present

Diliman Campus, Quezon City

**Adamson University**

Bachelor of Arts major in Mass Communication

Graduated with Academic Distinction

2004 – 2008

Ermita, Manila

**Sta. Clara Parish School**

Secondary Education

Communications Circle Award

2000 – 2004

P.Burgos Street, Pasay City

**Nemesio I. Yabut Elementary School**

Basic Education

1996 – 2000

Guadalupe Nuevo, Makati City

**INTERNSHIPS**

TV: TAPE Incorporated Eat Bulaga!   
Broadway Centrum, Quezon City

April 2007  
  
Radio: HIT FM 99.5, Real Radio Network, Inc.   
Paragon Building, Mandaluyong City

April 2007  
  
Print: Condo.Com.Ph, Inc.   
P & L Building, Makati City

May 2007

***Note:*** *Character References available upon request.*