

# DONNA PATRICIA MANIO

## PR & MARKETING PROFESSIONAL

A trusted, award-winning public relations professional and lifestyle journalist with over ten years of international and local industry experience.

## CONTACT INFO

 <https://www.linkedin.com/in/donna-patriciamanio/>

 donna.manio@dlsu.edu.ph  
manio.donna@gmail.com

 0916.238.6022



## SPECIALIZATIONS

- Public Relations and Brand Marketing
- ESG and CSR Communications
- Project Development and Management
- Lifestyle Journalism, Creative Writing, Speechwriting
- Social Media Content Planning and Development
- Event Planning and Management
- Research and Analytics for PR

## EDUCATION, HONORS

### Harvard X

LEAD1X: EXERCISING LEADERSHIP:  
FOUNDATIONAL PRINCIPLES, CERTIFICATE

### De La Salle University, Manila

MASTER OF MARKETING COMMUNICATIONS,  
CLASS OF 2017

### De La Salle University, Manila

UNDERGRADUATE, CLASS OF 2007  
PHILIPPINE MEDIA STUDIES

### Fashion Institute of the Philippines

FASHION DESIGN CERTIFICATE, CLASS OF  
2011

### Excellence Awardee, 2021 PHL Quill Awards

#### - Customer Communications

#### - Corporate Social Responsibility

INTERNATIONAL ASSOCIATION OF BUSINESS  
COMMUNICATORS

### Gold Awardee, 2017 Anvil Awards

#### - PR Tools

PUBLIC RELATIONS SOCIETY OF THE  
PHILIPPINES

### Fellow, 2019 Siliman University National Writers Workshop

### Fellow, 2004 Ateneo de Manila Institute for Literary Arts and Practices National Writers Workshop

## SELECT WORK EXPERIENCE

### Senior Manager, Public Relations & ESG

OKADA MANILA  
OCTOBER 2019 TO PRESENT

- Leads all Public Relations initiatives of Okada Manila, Asia's largest Forbes Five Star ultraluxury integrated resort.
- Develops PR and crisis communications strategies; spearheads ESG/CSR activities for the property.
- Spearheads digitalization of PR and communications process for total property.

### Manager, Public & Media Relations

DE LA SALLE UNIVERSITY MANILA  
& DE LA SALLE UNIVERSITY COLLEGE OF LAW  
AUGUST 2013 TO OCTOBER 2019

- Planned and developed the media and public relations initiatives of DLSU, one of the top three universities in the Philippines, which has an academic network worldwide.
- Responsible for all PR and Marketing initiatives of the DLSU College of Law, the first human rights-centric law school in the Philippines.
- Digitalized the university's communications programs

### Digital Content Consultant

PULSE CREATIVE; NEW YORK, USA  
MARCH 2019 TO JUNE 2020

- Responsible for a wide range content projects including social media calendar development and editorials designed for Instagram, Facebook, and LinkedIn. Topics covered include health and wellness, finance, and blockchain technology. Handled official accounts of thought leaders in the finance industry [United States and Dubai-based]


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## NOTABLE PROJECTS

### JACK MA'S PRESS EVENT IN MANILA

Aug 2017 – Nov 2017

- Spearheaded all of DLSU's publicity and media relations arrangements for Jack Ma's Manila visit.
- Planned, executed, and co-moderated the exclusive press conference for Alibaba's Co-Founder.
- Selected preferred media guests for the Jack Ma talk and press conference.

### POPE FRANCIS' PHILIPPINE VISIT

Nov 2014 – Feb 2015

- Led PR-efforts for the official Leyte soundtrack for Pope Francis' visit. Being one of the hardest-hit by super typhoon Haiyan, Leyte was one of Pope Francis' destinations during his visit to the Philippines.
- Organized and moderated a press conference for the song's launch.
- Generated media mileage for the the song.
- Created media mileage reports

### NOBEL PRIZE WINNERS' PHILIPPINE VISITS

Nov 2017 – 2019

- Spearheaded PR-efforts for Nobel Laureates Dr. Ada Yonath, Dr. Eric Maskin, and Mario Vargas Llosa
- Organized and moderated press conferences for Nobel Laureates
- Developed communications plans and materials such as print ads, articles, news releases, and social media posts
- Created mileage reports for all events

### VOGUE ITALY x OKADA MANILA

Dec 2019 – Sept 2021

- Led, conceptualized, and produced the "Indigenous Futurism" advocacy photoshoot for Okada Manila and Vogue Italy
- Negotiated publicity inclusions for the project, which was widely picked up by local media

## REFERENCES

CONTACT INFORMATION AVAILABLE UPON REQUEST

### NORITADA SHIMIZU

VICE PRESIDENT  
CORPORATE MARKETING AND COMMUNICATIONS  
OKADA MANILA

### JOSE MANUEL "CHEL" DIOKNO

FOUNDING DEAN  
COLLEGE OF LAW  
DE LA SALLE UNIVERSITY, MANILA

CO-FOUNDER  
FREE LEGAL ASSISTANCE GROUP

### CARLOS RUFINO

CHIEF EXECUTIVE OFFICER  
THE NET GROUP

CHAIRMAN  
URBAN LAND INSTITUTE

### RAUL MANZANO

EDITOR-IN-CHIEF  
METRO SOCIETY MAGAZINE  
ABS CBN PUBLISHING

TV HOST  
EIC ON THE MOVE  
METRO TV

### MICHELLAN SARILE-ALAGAO

NATIONAL COMMUNICATIONS MANAGER  
INTERNATIONAL JUSTICE MISSION

### RACHEL HANSEN

EDITOR IN CHIEF AND PUBLISHER  
ROOTS AND WINGS MAGAZINE, STOCKHOLM