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MA. HELENA I. REGINALDO

Employment

August 9, 2005 to present

Freelance writer

2003 to present Summit Media Publishing Ortigas, Quezon City

Contributing Writer

Wrote for ***Good Housekeeping***, ***Real Living*** and ***Smart Parenting*** magazines, contributing articles that cater to homemakers' concerns, such as pediatric care, appliance reviews and DIY projects.

Nov. 13, 1997 – Aug. 9, 2005 Filinvest Land Greenhills, San Juan

Corporate Writer

Conceptualized and wrote the promotional, advertising, corporate communications and other copy requirements assigned by the company's business units, including, but not limited to, annual reports, sales brochures, print ads, AVP scripts and others.

1995 – 1997 Manprom Inc. Greenhills, San Juan

The Metamorphosis Design Makati City

Brand Asia, Ltd. Makati City

MGM Advertising & Ortigas, Pasig

Communications

Senior Copywriter

Conceptualized and wrote copy for tri-media and collateral requirements such as posters, fliers, brochures and other related materials. Accounts handled include: Epson Philippines, Royal Subic Duty Free Philippines, Pioneer Life Insurance Company, Zuellig Pharma, Nissan Phils., Honda Cars Phils., Inc., New Zealand Creamery.

1994

This Week In Manila

Makati City

Section Editor

Wrote and edited the sports, metropolitan and provincial tourism sections.

1990 - 1995 The Adformatix Selection Makati City
 Creative Concepts, Inc. Makati City

Copywriter

Assisted in the conceptualization and writing of copy for tri-media requirements for the following accounts: Vitarich Corporation, Wyeth-Suaco Laboratories, Inc., Splash Manufacturing, Inc., MY San, Inc., Rustan Group of Companies, Schering-Plough Corporation, Zuellig Pharma, Department of Agrarian Reform, Department of the Interior and Local Government, Sunlife of Canada, Phils.

Portfolio

See some samples of my work at
www.geocities.com/rreginaldo/index.htm

Civil Service Exam

Took and passed the Civil Service Professional exam at the Kalantiaw Elementary School last October 20, 1991 with a grade of 87.79%.

Education

1986 – 1990 University of Santo Tomas Espana, Manila

Bachelor of Arts, Major in Literature

College scholar by virtue of editorship (main section) of *The Varsitarian*, the official university student publication. Was president of the Literature Society, as well as founding member of the Thomasian Writers' Guild.

Professional & Civic Affiliations

- Fellow, 4th UST National Writers' Workshop
- Member, The Creative Guild, Association of Accredited Advertising Agencies of the Philippines (4As-P)
- Member, Ayala Mountaineers Club, Inc.
- Member, Philippine Registry of Interpreters for the Deaf

Personal Information

Computer literate in MS Word, FrontPage. Has some understanding of Adobe Photoshop, Corel Draw v.12, HTML. Interests include mountaineering, sign language studies, reading and writing short stories and poetry.

References

Available upon request.