

# MIXKAELA VILLALON

Campaign and communication strategist,  
Copywriter, Storyteller

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## Professional Profile

Associate Creative Director in Copy and Head of the Strategy and Copy Department with 3+ years experience in strategic and creative thinking for marketing and communications. Dedicated to writing copy that matters. 15+ years experience in writing for TV, film, theater, and live events. Has written communication briefs, white papers, and feature articles for digital and print media. Forever fascinated by the shifting pulse and taste of the market and audience. Specializes in digital storytelling to help clients meet their communication and business objectives, and stand out from the noise.

## PROFESSIONAL EXPERIENCE

### Vitalstrats Creative Solutions

Associate Creative Director for Copy, May 2020 – Present

- Lead the Big Idea conceptualization, strategy, and pitching of campaigns
- Collaborate closely with designers and video production teams in the execution of assets for campaigns
- Create copies and scripts for various digital assets and media platforms
- Oversee inbound marketing efforts for the company website and social media roll out

### Star Cinema | GMA | IdeaFirst Company | TV5

Screenwriter and Concept Developer, June 2014– Marc 2020

- Conceptualized and developed numerous TV show concepts for various networks
- Wrote scripts for TV shows and ensured that script development met weekly deadlines

### Clavel Magazine | Grid Magazine | Rogue Magazine

Contributing Feature Writer, June 2011 – August 2020

- Pitched article ideas and angles according to the magazine issue themes
- Interviewed sources and featured personalities
- Wrote engaging articles that met tight publishing deadlines

## EDUCATION

### University of the Philippines, Diliman

Bachelor of Arts in Philippine Studies, 2010

Certificate in Creative Writing in Filipino, 2008

### Hubspot Academy

Certificate: Inbound Marketing, 2022

Certificate: Content Marketing, 2022

## AWARDS

- **Don Carlos Palanca Awards for Literature (2019)**  
First Place, Sanaysay
- **Gawad Buhay Awards for Performing Arts (2016)**  
Outstanding Original Libretto, 3 Stars and a Sun