ANNA CAROLINA J. PILANDE

Lipa City, Batangas, PH

SUMMARY

Dynamic Executive Administrative Professional with dual bachelor's degrees in Communication and Business Management and 13+ years of progressive corporate experience. Currently pivoting toward specialized roles in communications, business operations, and talent development. Proven expertise in healthcare, client segmentation, and business banking marketing, with a history of supporting C-suite executives and scaling startup operations. Highly skilled in internal communications, employee engagement, program coordination, and team training. Adept at streamlining productivity, managing digital communications, and driving lead generation. Passionate about empowering teams, enhancing organizational culture, and delivering training and development strategies that align with business goals.

EXPERIENCES

Executive Administrative Assistant

January 2023 - June 2026

Kahuku Medical Center

Job Description:

- Serve as a strategic partner to the CEO, Chief Management Officers, and Board of Directors, leading complex administrative functions and supporting executive decision-making.
- Record, prepare, and distribute detailed minutes for all Senior Management and Board of Directors meetings, ensuring accuracy, compliance, and timely follow-up.
- Manage and support the credentialing process for all medical practitioners, including overseeing project timelines for credential updates and regulatory compliance.
- Participate in all critical senior leadership meetings including Finance, Medical Executive Committee, Department Head discussions, and Patient Care planning, contributing to cross-functional alignment.
- Spearhead process improvement initiatives that streamlined administrative workflows, resulting in a 50% reduction in turnaround time for key executive documentation and materials.

Marketing Manager / Executive Administrative Assistant/ Lead Generator/

July 2020 – July 2025

Freelance

Job Description:

- Lead Generation & Client Engagement: Identified and engaged with potential leaders across targeted sectors, setting appointments, and cultivating strong relationships with both clients and investors to drive business opportunities.
- Scheduling & Communication: Efficiently managed messaging and appointment scheduling, ensuring seamless communication with leads and maintaining a consistent flow of engagement.
- Database & Email Marketing: Oversaw database management and executed targeted email marketing campaigns to nurture leads and increase conversions.
- Social media & Marketing Oversight: Managed LinkedIn presence and developed high-impact marketing materials, ensuring the company's social media channels were aligned with broader marketing objectives.
- Research & Database Creation: Conducted thorough research to build detailed databases, supporting strategic decision-making and facilitating growth opportunities.
- Social Media Analytics & Strategy: Analyzed social media performance metrics, adjusting strategies to meet KPIs, enhanced audience engagement, and maximizing brand reach.
- Creative Social Media Campaigns: Developed and executed creative, data-driven campaigns across Instagram, Facebook, Twitter, and LinkedIn, ensuring each platform's unique audience was effectively targeted to boost brand awareness and customer conversion.

Pathway Worldwide Instructor for PCI 102/L (Professional Skills)

September 2021 - July 2022

BYU-Pathway Worldwide Independent Contractor

Job Description:

- Taught PC 102: Professional Skills, a college-level course focused on enhancing students' strengths for success in personal, professional, and community settings.
- Guided students in developing key workplace competencies including professional writing, career planning, and data-driven decision-making.
- Fostered a supportive virtual learning environment, providing personalized feedback and mentorship to help students build confidence and apply new skills.
- Collaborated with fellow instructors and program administrators to ensure curriculum consistency and support student engagement across diverse backgrounds.

Online Business English Communication Trainer/ Assessor

May 2020 - November 2021

Bizmates

Job Description:

- Delivered tailored 1:1 training sessions to Japanese professionals focused on

mastering global business English, cross-cultural communication, and workplace collaboration.

- Coached clients across various industries on communication strategies for global partnerships, presentations, negotiations, and professional correspondence.
- Facilitated lessons on advanced business vocabulary, idiomatic expressions, and management-level topics such as leadership, project planning, and team dynamics.
- Helped professionals build confidence and fluency in English for real-world business scenarios, consistently improving client satisfaction and engagement scores.

Executive Assistant/ Admin Coordinator/Influencer Management Specialist

March 2018 - December 2020

Ripple8, Inc. - DDB Group Philippines

Job Description:

- Provided high-level administrative support to the Managing Director, managing a complex calendar, prioritizing meeting requests, and ensuring seamless daily operations.
- Handled financial administration tasks, including budget preparation, document verification, and expense liquidations, contributing to accurate and timely financial reporting.
- Supported the Media Relations team by coordinating event logistics, preparing materials, and facilitating influencer engagement for marketing campaigns and client activations.
- Acted as liaison for priority projects directly assigned by the Managing Director, ensuring follow-through and alignment with organizational goals.
- Managed client service touchpoints for media events and PR campaigns, helping to deliver high-impact, brand-aligned outcomes across multiple industries.

Corporate Client Segment Staff and Business Banking Marketing Assistant

October 2017 - March 2018

Bank of the Philippine Islands

Job Description:

- Supported Account Managers in serving corporate and SME clients by monitoring loan statuses, interest accruals, and payment schedules to ensure timely compliance and risk mitigation.
- Participated in client visits and business development meetings to assess client needs and present tailored banking and financial solutions for growth and expansion.
- Managed end-to-end loan documentation and application processing for prospective and existing clients, coordinating closely with internal credit teams and external stakeholders.

- Promoted a suite of business banking products and services to corporate clients, helping drive product awareness, improve client engagement, and support revenue growth.

Conference Administrator

June 2016 - September 2017

West Unified Communications

Job Description:

- Managed all aspects of pre-conference planning, including scheduling, client coordination, and setup logistics for high-volume web conferencing sessions.
- Provided real-time technical and communication support during virtual meetings, ensuring seamless experience for attendees and resolving issues promptly.
- Liaised directly with top-level executives and clients to tailor-conferencing services to organizational needs, contributing to high client satisfaction and repeat business.
- Maintained accurate records of bookings, client interactions, and troubleshooting resolutions to support continuous service improvement.

Macy's Customer Service Representative

June 2015 - March 2016

Alorica Lipa

Job Description:

- Managed high-volume inbound calls related to Macy's credit card services, addressing issues including lost cards, suspected fraud, billing disputes, payments, and credit limit inquiries.
- Delivered consistent and empathetic customer service, maintaining a strong customer satisfaction rating while resolving complex financial and retail-related concerns.
- Acted as a brand ambassador for Macy's, ensuring every interaction reflected the company's standards of service excellence and professionalism.
- Navigated multiple systems to process transactions and updates efficiently, while adhering to compliance and data security protocols.

Freelance Production Coordinator and Assistant

February 2013 - April 2013

ABS-CBN Broadcasting Network

Job Description:

- Oversaw end-to-end pre-production and filming logistics, ensuring seamless execution of on-location and studio shoots.
- Coordinated with multiple suppliers and vendors for essential resources including lighting, camera equipment, crew, catering, and transport, maintaining tight timelines and budget alignment.
- Secured necessary permits for location access and equipment usage, ensuring full compliance with local regulations and production requirements.
- Managed the daily shooting schedule, aligning production activities with creative direction, talent availability, and location access to keep projects on track.

Clerical Assistant (Working Scholar)

June 2009 - April 2013

De La Salle Lipa

Job Description:

- Balanced a full academic load while serving as a working scholar, maintaining strong academic performance over four years.
- Provided administrative support to the Registrar's Office, assisting with key functions including enrollment processing, graduation preparations, and academic document requests.
- Managed clerical duties such as filing, data encoding, and record maintenance, contributing to the accuracy and efficiency of student records and daily office workflows.
- Demonstrated strong organizational skills and professionalism in a fast-paced academic environment.

EDUCATION

Bachelor of Science in Applied Business Management

Brigham Young University – Idaho • 2025

- GPA 3.96 | Magna Cum Laude

Certificate Program

BYU Pathway Worldwide – Idaho • 2019

Bachelor of Arts in Communications (with Elective Track in Advertising)

De La Salle Lipa • 2013

- Full academic scholar and working student.