

# Pamela Luber

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## Summary

An advocate for adaptive, responsible, and purposeful communications, Pam Luber currently serves as the Integrated Communications Manager of the World Wide Fund for Nature (WWF) Philippines. Formerly, she was a Social Management Director and Social Strategist for MRM//McCann Manila, the five-time Campaign Asia-Pacific Philippines Digital Agency of the Year. She believes that communications, when combined with market behavior analysis and human-centered strategy, can be a very powerful tool in spearheading positive impact in the community.

### Career Highlights:

- \* Ranked #11 under the nationwide Top Digital Managers list in the 2015 Adobo Magazine Creative Rankings
- \* Youngest Communications Unit Head for WWF-Philippines (as of 2020)
- \* Industry awards which include a Bronze Tambuli and a Quill (full list below).
- \* Awarded grant funding by the United States Department of State for the implementation of the Bulkanomiya Design Challenge in Legazpi, Albay, through East-West Center's Impact Incubator Program (more details on the challenge below).
- \* One of the three Filipino fellows from the YSEALI Spring 2018 Academic Fellowships for Environmental Issues at East-West Center.
- \* One of the 25 youth leader participants in the 2016 Boracay leg of the Young Southeast Asian Leaders Initiative Sea and Earth Advocates Camp.
- \* #ScreenYourSunscreen - social-led awareness campaign on the harmful effects of sunscreen on marine biodiversity. Grant funded by the US Embassy Manila and YSEALI.
- \* One of the 50 youth environmentalist participants for the Young Southeast Asian Leaders Initiative Sea and Earth Advocates Summit, where she had the opportunity to present her project to Secretary John Kerry, the 68th United States Secretary of State.

### Core Competencies:

- \* Digital and Social Media Marketing, Strategy, Analysis, Creatives, and Management
- \* Market Behavior Analysis and Human-Centered Campaign Design
- \* Multimedia Storytelling
- \* Advocacy Communications

## Experience

### Integrated Communications Manager

WWF-Philippines

Nov 2019 - Present (11 months +)

As the Integrated Communications Manager of WWF-Philippines, I head the Communications Unit of the organization. I am in-charge of managing the creation of internal and external information materials for the organization, handling the communications needs and affairs of 16 to 18 projects and units within WWF-Philippines. I am also in-charge of increasing awareness, credibility and visibility of WWF's conservation and corporate engagement projects to the general public, and stimulating information exchange and engagement to spur positive action across all audiences. I also create communications, PR, media, and crisis management strategies for the organization.

## **Integrated Marketing Communications Specialist**

WWF-Philippines

Sep 2017 - Nov 2019 (2 years 3 months)

As the Integrated Marketing Specialist of The Sustainable Diner project, I work with the organization's Core Communications Team to create, strategize, and implement the overall marketing and communications plan of the project, increasing awareness, credibility and visibility of WWF to the general public. Through these efforts, the overall objective is to stimulate information exchange, interaction, and to spur positive action across all audiences.

For The Sustainable Diner project, I organize and coordinate all internal and external marketing and membership communications; with the goal of creating awareness among target audiences, increasing the project's and WWF's credibility and visibility, communicating conservation results, relevant information, market-targeted strategies, and success stories on the field.

## **Co-Project Manager**

Bulkanomiya Design Challenge

Apr 2018 - Sep 2018 (6 months)

Co-organized the Bulkanomiya Design Challenge in Bicol University, Legazpi, Albay.

The Bulkanomiya Design Challenge is a student design challenge created to help unlock the creativity of Bicol University students in envisioning a more resilient Albay in the light of Mayon Volcano's threats through an inspiring systems thinking approach. The challenge's aim was to gather the best student ideas in improving Albay's resiliency through innovative and creative systems that reframe the Mayon Volcano as an asset rather than a threat.

Participants were challenged to empower Albayanos to harness the volcano's eruption as a means to improve and add on to existing systems, which will help offset the negative impacts that Mayon's eruption brings to the province's various industries, particularly in agriculture/fisheries, tourism, general livelihood, and quality of life and environment in Albay.

The challenge recently concluded with the top five proposals from Bicol University. For more information on this, please visit our challenge website: <http://bulkanomiyachallenge.strikingly.com/>

The Bulkanomiya Design Challenge was supported by the United States Department of State, East-West Center, the United States Embassy Manila - Philippines, and the Young Southeast Asian Leaders Initiative (YSEALI). The challenge was inspired by the University of Hawai'i System, the University of Hawai'i Sea Grant, and the Ala Wai Watershed Partnership (AWWP).

## **Social Management Director - Social Strategist**

MRM

May 2016 - Sep 2017 (1 year 5 months)

Oversees a team of social media managers handling the following brands: Bear Brand Powdered Milk Drink, Bear Brand Choco Milk Drink, Bear Brand Busog Lusog, Bear Brand Adult Plus, Bear Brand Yogu, Nestle Purina Petcare (Alpo, Friskies, Fancy Feast), Viber, EQ Diapers, Genius Growing Up Pants, and CYA Appliances.

Having a hybrid role, still serves as a Social Strategist for all companies under McCann Worldgroup Philippines, particularly for the following brands: BPI, Philippine Airlines, Embassy of Japan in The Philippines.

Major Industry Roles Outside of McCann:

\* Co-Head for Social Operations, IMMAP Digicon (2016)

## Senior Social Manager - Social Strategist

MRM

Mar 2015 - May 2016 (1 year 3 months)

Oversees social media engagement, social strategy, copywriting, general crisis management, and promo generation for the following Nestle brands: Purina Petcare Philippines (Friskies, Alpo, Fancy Feast), Kitkat, Nestle All Purpose Cream, Chuckie, Bear Brand Adult Plus, and Bear Brand Powdered Milk Drink and the following Non-Nestle brands: MERALCO, Inquirer.net. Still serves as the brand lead and community manager for all Nestle Purina Petcare accounts. Serves as the Social Strategy Specialist for MRM's Social Team, for both Nestle and Non-Nestle brands as well as New Business. Participates in different pitches.

Campaigns:

- \* Nestle #PurinaLendAPaw and #PurinaLendAPaw2
- \* Bear Brand Powdered Milk Drink's Tag Your Tatay (Father's Day)
- \* #ALPOPDDA (Public Display of Doggie Affection)
- \* MERALCO #MaliwanagAngPasko

Member of Pitch Team for:

- \* Sony Xperia
- \* MINI Philippines
- \* Viber Philippines
- \* Biogesic For Kids
- \* Department of Tourism Philippines
- \* Progress Pre-School Gold
- \* Mandani Bay
- \* La Pacita (San Miguel Foods)
- \* RiteMed
- \* Super8

Awards:

- \* 2015 Tambuli Awards – Bronze for Advocacy (#PurinaLendAPaw)
- \* The Philippine Quill Awards 2015 - Award of Merit for Communication Management - Internal Communication (The Titas of MERALCO Social Media Playbook Implementation)
- \* Campaign Asia Digital Agency of the Year (2014 and 2015)

## Social Media Mola Mola (Social Media Manager)

Save Philippine Seas

Mar 2015 - Mar 2015 (1 month)

Served as the page's Social Media Manager for the whole month of March 2015. Curated content on marine conservation, marine news, and other topics related to the protection of Philippine seas.

## Community Manager

MRM

May 2014 - Feb 2015 (10 months)

Handles the social media assets of Nestle Purina Petcare Philippines (Purina Philippines and Alpo Philippines) and Bear Brand Adult Plus. Develops content plan for aforementioned brands, manages community pages, and interacts with their respective audiences. Monitors conversations via social media monitoring tools. Handles all aspects of brands' community management, including strategy and reports generation.

Participated in various pitches for different accounts.

Campaigns:

\*Nestle Purina Love Simply (A Simple Guide to Happiness/#lessonsfrompets)

\*Toffee's #ALPOBarkItList

\*Nestle #PurinaLendAPaw

Member of Pitch Team for:

\* ALVEO Land

\* NAN Kid Four

\* John Robert Powers

## **Post Graduate Trainee for Marketing**

Globe Telecom

Jan 2014 - Apr 2014 (4 months)

Mentored by a senior product manager for a 3-4 month marketing trainee program. Worked under the Nomadics Department, Mobile Broadband under Globe Tattoo. Created marketing strategies, plans, research documents, and project forms for current and upcoming promos of Globe Tattoo. Helped in execution of events and promos, brainstorming for collateral, and doing research for the latest telecom consumer trends.

## **Training Sales Executive**

SGS

Jun 2013 - Jan 2014 (8 months)

Supervisory position. Serves as the sales executive for the Automotive, Electric, and Electronics industry clients. Creates training proposals and negotiates with clients. Prepares all the necessary logistical and material arrangements in order for the training to push through. Generated a total of PHP 7.4 million worth of proposals with a 65% conversion rate. Handled clients like Mitsubishi Motors, Samsung Electronics, On Semiconductor, and Toshiba.

## **Education**

### **East West Center**

Environmental Leadership, Environmental Issues

2018 - 2018

The YSEALI Academic Fellowship on Environmental Issues explores the role that environmental policy has played in the economic and political development of the United States. It uses experiential learning techniques to expose participants to current themes in the field, including natural resource management, sustainable development/sustainable agricultural practices, food security, ecotourism, energy generation (new and traditional forms), and water management and treatment. The issues are explored from numerous angles: local grassroots activism and civic initiatives, market-oriented approaches, and federal government policies and regulation. Finally, the Institute explores environmental issues in the context of a globalized society, and draw comparisons between the United States and the participants' home countries. The Institute

is funded by the US Department of State's Bureau of Educational and Cultural Affairs and is part of the Study of the United States Institutes (SUSI).



### **Ateneo de Manila University**

Bachelor of Science (BS), Communications Technology Management  
2009 - 2013



### **Ateneo de Manila University**

Minor in Japanese Studies  
2009 - 2013

## **Licenses & Certifications**



**ISO 9001:2008 Quality Management Systems Foundation Course - SGS**



**ISO 14001:2004 Environmental Management Systems Foundation Course - SGS**



**Lean Six Sigma Champions Course - SGS**



**Japanese Language Proficiency Test Level N5 - The Japan Foundation**



**Introduction to Environmental Law and Policy - University of North Carolina at Chapel Hill**  
SZ5JSZRKC3LF



**Career Service Eligibility - Professional Level - Philippine Civil Service Commission**



**Sustainability Science - A Key Concept for Future Design - The University of Tokyo**

## **Skills**

Social Media Marketing • Marketing • Social Media • Market Research • Marketing Strategy • Marketing Communications • Human Resources • Public Relations • Consumer Marketing • Copywriting

## **Honors & Awards**




**Green Business Forum 2016 - Asian Development Bank**

Nov 2016

Chosen as one of the 30 selected youth delegates from all over the Asia and the Pacific to be part of the Green Business Forum's Youth Agenda.

ADB's Green Business Forum brought together experts, business practitioners, and key stakeholders to share knowledge and identify venues for promoting green business solutions in the region. The forum's aim is to provide a platform for knowledge sharing and lessons learning on the best policies/incentives, institutional arrangements, and financing modalities that can best support rapid green business development in the region.


As part of the Youth Agenda, I participated in a 3-day Youth Roadmapping Session to discuss innovative youth-led and youth-focused perspectives, challenges, opportunities, and solutions in areas of Green Business. The ideas and activities that we have generated from the session were presented on the 4th day, at the ADB Green Business Forum, in front of ADB specialists, government officials, civil society organizations, representatives from the private sector, and scholars.

 **YSEALI Sea and Earth Advocates Camp Summit 2016 - Save Philippine Seas, Young Southeast Asian Leaders Initiative, and US Embassy Manila**

Jul 2016

Chosen as one of the 50 participants for the YSEALI SEA Camp Summit 2016.

The YSEALI SEA Camp Summit brought 40 SEA Camp alumni and 10 alumni from US Government programs together in Manila for a 3-day event. Activities included a policy workshop on coastal and marine issues, a visit and tour around the Ninoy Aquino Parks and Wildlife Center, and a dialogue with the DENR – Biodiversity Management Bureau. The highlight of the YSEALI SEA Camp Summit was a forum with the US Secretary of State, Sec. John Kerry. I had the opportunity to present to him my US grant-winning project, #ScreenYourSunscreen.

 **YSEALI Sea And Earth Advocates Camp 2016 Participant - Save Philippine Seas, Young South East Asian Leaders Initiative, and US Embassy Manila**

Jun 2016

Chosen as one of the 25 participants of the YSEALI SEA Camp 2016 in Boracay out of a pool of 400+ valid applications.

The YSEALI SEA Camp aims to educate and empower 25 outstanding youth conservation leaders through the following activities: panel discussions and workshops by notable marine scientists and environmental advocates in the Philippines and from selected ASEAN countries, site visits to areas highly affected by Boracay tourism, implementation of thematic projects in Boracay Island and workshops, among others. Participants will also have the chance to receive funding for the project proposals they presented at the end of the Camp.

The SEA Camp is a project of Save Philippine Seas and the U.S. Embassy in Manila. It aims to empower young Filipinos to be leaders in environmental conservation.

 **2015 Adobo Magazine Creatives Ranking - Digital Managers - Adobo Magazine**

Jun 2016

Ranked #11 for 2015's list of Top Digital Managers in the industry.

 **The Philippine Quill Awards 2016 - Award of Merit for Communication Management - Internal Communication (The Titas of MERALCO Social Media Playbook Implementation) - International Association of Business Communicators**

May 2016

 **Asia-Pacific Tambuli Awards 2015 - Bronze for Advocacy (Purina Lend-A-Paw)**

Jun 2015

Client: Nestle Purina Petcare Philippines



**Campaign Asia Digital Agency of the Year - Philippines - Campaign Asia**

Dec 2015



**Campaign Asia Digital Agency of the Year – Southeast Asia**

2014



**Campaign Asia Digital Agency of the Year – Philippines**

2014



**ASEAN Youth Summit 2017 - ASEAN Foundation and De La Salle University - University Student Government**

Apr 2017

Chosen as one of the Filipino youth delegates to represent the country during this year's ASEAN Summit, hosted by The Philippines. Was chosen as the Filipino Minister for Culture and Arts as well as the Filipino Committee Representative for the Socio-Cultural Pillar.

ASEAN Youth Summit 2017: Strength In Diversity, Building One ASEAN Community is a four-day event integrating a global youth conference and a strategic simulation of a model ASEAN meeting, which will provide delegates with a holistic experience in terms of how they understand ASEAN, its rudiments and its intricacies. In the conference proper, key ideas and issues, ranging from political-security to socio-cultural affairs, will be discussed by renowned speakers from their respective fields. A variety of talks, in the form of plenaries, track sessions, and panel discussions, will provide delegates a forum where they can enrich their knowledge and voice their ideas in their fields of interest.