

ANTHONY B. VILA

Strategic Project Leader | Creative Entrepreneur | Facilitator | Consultant



General Trias City, Cavite,
Philippines (GMT +8)



MacBook Pro (Apple M2)
300 Mbps Fiber Internet



anthonyvila.work@icloud.com



anthonyvila.super.site



+63 906 253 7918



PROFESSIONAL PROFILE

Versatile Business & Project Leader with a background spanning corporate finance, live production, e-commerce, and agency delivery. Grounded in economics and systems thinking, I specialize in stepping into high-stakes or chaotic environments to build reliable operating systems, align cross-functional teams, and deliver on complex initiatives.

CORE COMPETENCIES

Executive Support

- Executive Calendar, Email & Correspondence Management
- Meeting Preparation, Travel Coordination & Executive Briefings
- Confidentiality, Executive Discretion & Sensitive Information Handling

Operations & Process Improvement

- Knowledge, Stakeholder & Change Management
- Documentation, SOP & Wiki Development
- Process Mapping, Workflow Design, Automation & AI-Assisted Workflows
- Systems Thinking, Continuous Improvement & Operational Standardization

Project Management

- Project Delivery, Requirements, Scope, Milestones & Dependencies
- Agile & Waterfall Methodologies, QA, Revisions & Client Approvals
- Contractor, Vendor & Cross-Functional Team Management
- Budget Management, Event Production, Marketing Campaigns & Web/Digital Projects

Business Operations & Strategy

- Cross-Functional Leadership, Strategic Planning & Operations Management
- Business Planning, Financial Analysis & Feasibility Studies
- Procurement, Inventory & Production Planning
- Account Management, Partnership Development & Commercial Negotiation
- Business Development, Client Relationships & Pipeline Development

Productivity & Digital Systems

- AI Workflows, ChatGPT, Notion, Google Workspace, Microsoft Office (Advanced), Excel VBA, Asana, Slack
- Project Dashboards, CRMs, Knowledge Bases, Digital Documentation & Workflow Systems

Digital Products & Customer Experience

- Product Launches, Competitive Analysis, Brand Development & Digital Marketing

- Shopify Management, E-commerce Operations, Landing Pages & UX Optimization
- Customer Journey Mapping, CX & Digital Product Experience

Content, SEO & Digital Authority

- Content Strategy & Writing, Copywriting & Keyword Research
- Technical SEO, Entity Optimization, Schema Markup & Digital Authority
- WordPress, Google Search Console, Rank Math, Google Analytics (Basic), Google Knowledge Panel, HARO
- Digital PR, Content Syndication, Personal Branding & Online Reputation

Creative Production

- Concept Development, Visual Storytelling & Product Photography
- Production Coordination, Marketing Collateral, Social Graphics & Signage Design
- Graphic Design, Canva & Affinity Designer

Video Editing & Post-Production

- Editorial Storytelling, Short- & Long-Form Content & Narrative Pacing
- Captions, Lower Thirds, Basic Motion Graphics, Sound Design & Basic Color Correction
- CapCut Pro, Runway AI & Kling AI

Live Production

- Technical Direction, AV Technical Setup & Production Coordination
- Multi-Camera Production, Camera Team Direction & Live Camera Switching
- Preview/Program Workflow, Live Streaming Production & Hybrid Event Operations
- NDI, OBS Studio & Zoom

Coaching, Facilitation & Speaking

- Leadership Coaching, One-on-One Coaching & Facilitated Learning
- Adult Learning, Large-Group Workshops, Webinars & Public Speaking
- Learning Journey Design, Participant Engagement & Action Planning

CAREER HIGHLIGHTS

- **Led a ₱16M corporate event for 2,000 employees**, coordinating a five-person core agency team, 10+ major suppliers, and 80+ production personnel across four months of planning and live execution.
- **Managed 13 concurrent-cycle Shopify development engagements** worth approximately ₱75K–₱150K each, coordinating clients, requirements, milestones, QA, approvals, and a rotating network of 10 independent contractors.
- **Built and implemented a 5-user Notion business operating system and CRM**, integrating six databases for projects, tasks, clients, team members, invoices, and payables, replacing fragmented document- and chat-based coordination.
- **Led up to 20 concurrent digital engagements** across SEO, content, web, and digital-reputation initiatives after promotion to Head Project Manager within two months, independently managing client communication, delivery, and established operating workflows.
- **Co-founded and operated a multi-channel consumer business**, managing financial planning, procurement, production, inventory, e-commerce, B2B distribution, partnerships, and day-to-day operations through pandemic disruption and business expansion.
- **Doubled ice cream production capacity from 40 to 80 pints per day without additional equipment or staff**, redesigning scheduling, reducing machine downtime, and implementing team-wide production and inventory workflows.
- **Supported executive and branch operations for a nationally distributed financial-services team**, coordinating approximately three daily engagements across geographically dispersed stakeholders and reconciling approximately ₱2M in leadership-related payments, identifying roughly ₱500K in discrepancies.
- Developed **strategic partnerships and complex activations for organizations including Uber, McKinsey, Haworth, and McCormick**, translating commercial objectives into executable events, workshops, and customer experiences.
- Executed **10+ Google Knowledge Panel campaigns over 3–4 month timelines**, successfully establishing five panels through entity optimization, structured data, Wikipedia/Wikidata, Google Books, content, and authority-building strategies.

WORK EXPERIENCE

2026 - Present | Freelance Practice Video Editor and Creative Producer

- Produced **11 educational, promotional, and event video deliverables**, including 7 long-form and 4 short-form videos, all delivered for public, event, or promotional use.
- Edited **30+ hours of raw footage**, including multi-camera productions using 2–3 cameras and up to 10 hours of event footage distilled into a 3-minute highlight film under a same-day edit timeline.
- Managed end-to-end post-production across media organization, editorial pacing, music and sound design, captions, color correction, basic motion graphics, review, and delivery, typically completing edits within **1–2 days and 1–2 revision rounds**.
- Coordinated remotely with clients and an average of **4 production collaborators**, establishing capture standards and post-production workflows to maintain continuity from production through final delivery.
- Secured **3 repeat engagements** for long-form video projects, with completed work subsequently used for public-facing promotion, event presentation, and online publication.

2025- Present | Freelance Practice Facilitator and Consultant

- Delivered one-on-one coaching and facilitation engagements for clients seeking support with goal achievement, personal development, decision-making, and professional growth.
- Designed and facilitated workshops including **Data Storytelling** and **Finance for Non-Finance Managers**,

translating technical and conceptual material into practical frameworks, insights, and action plans.

- Facilitated a **40-participant, full-day workshop** applying adult-learning and participant-centered techniques.
- Partnered with clients to clarify goals, structure learning journeys, and translate reflection into practical action.
- Planned and supported live and hybrid learning experiences, including livestream production and accessibility collaboration.

2018 - Present | Innov8 PH (formerly Organizational Change Consultants International) Volunteer Staff, Life Coach, and Production Lead

- Supported **30+ participants** across leadership trilogy programs (FLEX, ALC, and LEAP) through recurring ad hoc weekend engagements, serving as volunteer staff and providing facilitated learning conversations and informal coaching support during personal-development seminars.
- Completed a formal **LEAP coaching commitment** involving approximately **4 months of preparation and 2 months of coaching**, supporting 4 participants through one-on-one and group sessions totaling approximately **100 coaching hours**.
- Led volunteer production teams and mentored volunteers as **Paparazzi (photo and video documentation) Team Captain for 3 months** and **Deaf Tech (live-camera feed) Captain for 6 months**, coordinating photography, video, backroom workflows, and live-camera operations for leadership seminars.

- Supported accessibility-focused leadership programming through live production and collaboration with Deaf participants and advocates.

2024 Jul - 2025 Jan | Sun Life Joshua Tree NBO Executive Assistant

- Provided executive support to the Branch Manager overseeing a nationally distributed team of 20 advisors within a 100+ advisor NBO (New Branch Office); **managed the executive calendar, personal correspondence, and confidential administrative matters while coordinating an average of 3 engagements per day** across geographically dispersed branch, leadership, and advisor stakeholders.
- Supported the design and execution of approximately 3 branch-wide advisor development programs spanning foundational through advanced training, coordinating presentations, sessions, and hybrid participation across geographically distributed teams.
- Enabled effective hybrid branch meetings for advisors across the Philippines by **coordinating presentation, communications, and Zoom operations**, supporting consistent participation between in-person and remote attendees.
- Conducted **a detailed investigation and reconciliation of approximately ₱2M in leadership-related payments across 100+ transactions and multiple checkbooks, identifying approximately ₱500K in discrepancies** and escalating findings to relevant banks and billers for investigation.

2023 Jul - 2024 Nov | JT Media PH Shopify Project Manager (Consultant)

- Managed **13 Shopify development engagements** generating approximately **₱75K–₱150K in revenue per project**, coordinating **3–4 concurrent projects** across client stakeholders and a rotating network of approximately **10 independent contractors**.
- Coordinated end-to-end delivery of Shopify redesigns and custom builds, typically spanning **3–4 months and 70–100 tasks per project**, managing requirements, milestones, dependencies, contractor delivery, QA, revisions, and client approvals.
- Designed and implemented a **5-user Notion business operating system and CRM with 6 databases**, replacing fragmented Google Docs and chat-based coordination with centralized tracking for projects, tasks, clients, team members, invoices, and payables.
- Translated client requirements into standardized workflows, project dashboards, and **five milestone-based design and development stages**, with client sign-offs and payment triggers that clarified scope, progress, and delivery expectations.
- Built SOPs, a centralized knowledge base, and standardized contractor onboarding, while coordinating developers and designers across Shopify UX, functionality, landing pages, and SEO requirements; revised client and contractor agreements to clarify scope and responsibilities, enabling new contractors to become project-ready in approximately **3–4 hours**.

2023 Jun - 2023 Oct | Hexa Cloud Services Head Project Manager (promoted from Virtual Assistant)

- Promoted from Virtual Assistant to Head Project Manager within **2 months**, expanding into independent ownership of at most **20 digital reputation, SEO, content, and web engagements** for public figures, journalists, startups, and organizations, with up to **5 concurrent projects**.
- Executed and coordinated **10–15 Google Knowledge Panel campaigns** over **3–4 month** timelines, applying entity optimization, structured data, Wikipedia/Wikidata, Google Books, content, and related authority-building techniques; successfully established **five panels**.
- Served as the founder's primary client representative, managing **daily client communications and weekly status reporting**, translating technical digital-authority requirements into client-facing deliverables and independently executing established workflows and SOPs.
- Managed **publishing across 4 company WordPress sites, coordinating approximately 20 articles monthly** and supporting a content-syndication workflow spanning 200+ automated distribution partners.
- Conducted technical SEO audits and Schema implementations across **4 websites**, while supporting near-daily HARO outreach for at most **10 clients over 3 months**, sending **3–5 pitches per day**.
- Developed an AI-assisted long-form publishing workflow that produced **three ~5,000-word client books** through iterative prompt engineering, overcoming early generative-AI limitations in context and narrative coherence; published the resulting assets through Google Books as part of broader entity and Knowledge Panel campaigns.

2018 Jul - 2023 May | Topsy Cream Manila Corp. Cofounder and Managing Partner

- Co-founded and operated a premium artisan ice cream brand across a physical store and 2–3 pop-up locations in BGC, Makati, and Greenfield District, reaching approximately **₱100K–₱200K in peak monthly revenue**.
- Increased monthly revenue from approximately **₱50K to ₱100K within three months** by using customer feedback to guide promotional offers, expanding the product portfolio from 4 to **20+ flavors**, and introducing seasonal offerings.
- Increased daily production capacity from **20–40 to 64–80 pints** without additional equipment or staff hiring by improving task scheduling, reducing machine downtime, and implementing team-wide inventory and production workflows.
- Managed financial planning, procurement, inventory, production, POS, cash controls, and operating expenses; reduced **COGS by approximately 5–10%** through bulk purchasing and production planning while managing approximately **₱50K–₱70K in monthly procurement**.
- Built the company's e-commerce operation during COVID-19, moving from an entirely physical sales model to online fulfillment within approximately **one month**; managed Shopify, fulfillment, delivery, and digital

acquisition, generating **₱20K–₱40K in monthly online sales** from approximately 80–100 orders.

- Expanded B2B distribution to 4 strategic resellers and 1 restaurant across 3 cities, generating approximately 70% of pandemic-period revenue in new channels and growing B2B sales 25% year-over-year; largest shipments reached 80–100 pints.
- Developed and negotiated bespoke corporate partnerships with **Uber, McCormick, Haworth, and McKinsey**, delivering a **1,000-scoop Uber activation in under one week** and a custom ice cream workshop kit for approximately **200 McKinsey participants across 10+ Philippine cities**; McCormick activation generated **₱20K–₱50K in sales** alongside earned media exposure.
- Secured approximately **5–10 organic media mentions without a PR budget**, including features in Tatler Philippines, Inquirer, and MEGA.

2018 Jan - 2018 Jul | Big Picture Asia Business Development Officer

- Won and led delivery of a **₱16M corporate summer event for 2,000 employees**, developing the concept and production proposal and serving as the primary client-facing project lead across **four months of planning and a five-hour live program**.
- Coordinated a **five-person core agency team, 10+ major production suppliers, and 80+ production personnel** across staging, AV, lighting, sound, screens, talent, fabrication, logistics, photography, video, and live technical production.
- Shaped the event program around the client's dual objective of creating an engaging employee experience while delivering substantive, meaningful content, including keynote-speaker research and recommendations, weekly client coordination, program development, approvals, revisions, and onsite execution.
- Led delivery of a separate new-product launch and VR experience activation at SM Megamall, coordinating approximately 50 onsite personnel and completing overnight setup from 10 PM–6 AM for an on-time public opening.
- Supported integrated agency engagements across **branding, events, digital marketing, PR, copywriting, and graphic design**, while contributing to business development through new client leads, pipeline development, and supplier partnerships.

2017 Jan - 2018 Jan | GenerationHope Inc. Business Development Associate

- Grew **Convenience Store group over 200% year-on-year** through win-win strategies that encouraged retailer support and elevated the brand image.
- Managed key accounts, collections, procurement, and customer relationships.
- Negotiated entry of custom water bottle product for a top global donut brand, ensuring branding, bottled design, and national logistics are aligned and up to client expectations.

2014 Mar - 2016 Mar | Citibank, N.A. ROHQ Financial Reporting Analyst

- Prepared price and liquidity reports for Treasury Risk Management.
- Automated financial reporting processes using Excel VBA, improving efficiency across Philippine and Taiwan reporting teams.
- Contributed to the preparation of Process Based Organization via process mapping of daily work streams in the department as an intern.
- Completed various trainings including Personal Efficiency, Financial Analysis, and Visual Basic (MS Excel Macros).

2011 – 2012 | Global9 Outsourcing Quality Control Copywriter

- Proofread company profiles for publication on Global Sources Online, consistently exceeding quality targets and developing editorial guidelines adopted for internal quality assurance.

CERTIFICATIONS

Foundations of Project Management

2023 Dec | Google Career Certificate

Coaches' Guide to Applied Systems Thinking

2018 Sep | Organizational Change Consultants Int'l.

Leadership Excellence Achievement Program

2017 Dec | Organizational Change Consultants Int'l.

Advanced Leadership Course

2017 Sep | Organizational Change Consultants Int'l.

Foundations of Leadership Excellence

2017 Aug | Organizational Change Consultants Int'l.

EDUCATION

2010 – 2014 **De La Salle University – Manila**
BS Applied Economics

VOLUNTEERISM

Hillsong Manila Connect

- Served on production lighting and photography teams for worship services and events.

Community Outreach

- Supported community outreach initiatives covering waste cleanup drives and abandoned elderly individuals.