

ANTHONY B. VILA

Project Delivery | Program & Operations | Cross-Functional Execution



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PROFESSIONAL PROFILE

Project Manager and Business Leader with extensive experience in directing initiatives from their inception to completion across various corporate, agency, startup, and freelance environments. My expertise lies in leveraging economics and systems thinking to provide structure to complex projects, organize cross-functional teams, and enable actionable workflows.

CORE COMPETENCIES

Project & Program Delivery: Project planning · Requirements & scope · Milestones & dependencies · Agile & Waterfall · QA & approvals · Documentation

Operations & Process Improvement: Workflow design · SOPs & knowledge bases · Change management · Continuous improvement · AI-assisted workflows

Stakeholder & Team Management: Client & executive communication · Cross-functional coordination · Contractor & vendor management · Distributed teams ·

Digital & Technical Projects: Web development · Shopify & WordPress · SEO & digital marketing · Structured data · UX optimization · E-commerce · Notion systems

Business & Commercial Operations: Strategic planning · Financial & feasibility analysis · Procurement · Account management · Commercial negotiation

Leadership & Facilitation: Leadership coaching · Adult learning and instruction · Workshop design · Public speaking · Team facilitation

CAREER HIGHLIGHTS

- **System & Workflow Architecture:** Built and deployed a **5-user Notion operating system and CRM with 6 integrated databases—centralizing projects, tasks, payables, and client records** to replace fragmented chat and document workflows.
- **Cross-Functional Contractor & Delivery Management:** Managed end-to-end execution of **13 Shopify client projects (₱75K–₱150K each), coordinating 10+ independent contractors**, client requirements, QA, and milestone approvals.
- **Venture Operations & Supply Chain Leadership:** Co-founded and managed a **luxury, artisanal ice cream brand across high-end retail pop-ups (BGC, Makati), corporate activations (McKinsey, Haworth, Uber, McCormick), selective B2B accounts, and direct-to-consumer e-commerce**. Managed end-to-end P&L, supply chain, COGS reduction (5–10%), and cash controls. Doubled daily production capacity (40 to 80 pints/day) through workflow redesign, built cold-chain online fulfillment in 30 days during pandemic shutdowns.
- **Large-Scale Project Delivery:** Led execution of a **₱16M corporate event for 2,000 attendees**, coordinating an 80+ person production crew, 10+ major suppliers, and 4 months of cross-functional planning.
- **Executive Operations & Stakeholder Coordination:** Served as operational right-hand to a Sun Life Branch Manager overseeing a **20-advisor team (within a 100+ advisor branch)**; managed daily calendar cadences, executive and personal correspondence, and cross-functional coordination across distributed teams.
- **Financial Operations & Reconciliation:** Investigated and reconciled **₱2M in leadership payments across 100+ transactions; identified ₱500K in discrepancies** and coordinated resolution with banks and billers.

WORK EXPERIENCE

2025 Jan - Present | Freelance Practice Facilitator, Coach & Producer

- **Facilitation & Executive Coaching:** Partner with clients to structure learning journeys, delivering workshops and coaching on leadership, finance, and strategy (**including full-day, 40-participant engagements**).
- **Video Editing & Live Production:** Direct end-to-end video delivery and live/hybrid event production (11 deliverables, 30+ hours of footage), leading production collaborators through capture, OBS setup, multi-camera switching, and post-production.

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

- Served as operational right-hand to a Sun Life Branch Manager overseeing a **20-advisor team (within a 100+ advisor branch)**; managed daily calendar cadences, executive and personal correspondence, and cross-functional coordination across distributed teams.
- Supported approximately **3 branch-wide advisor development programs**, coordinating presentations, sessions, and hybrid participation across nationally distributed teams.
- Investigated and reconciled **₱2M in leadership payments across 100+ transactions; identified ₱500K in discrepancies** and coordinated resolution with banks and billers.

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

- Managed end-to-end execution of **13 Shopify client projects (₱75K–₱150K each), coordinating 10+ independent contractors**, client requirements, QA, and milestone approvals.

- Coordinated end-to-end delivery of redesigns and custom builds spanning **3–4 months and 70–100 tasks per project**.
- Built and deployed a **5-user Notion operating system and CRM with 6 integrated databases—centralizing projects, tasks, payables, and client records** to replace fragmented chat and document workflows.
- Developed SOPs, documentation, knowledge bases, and contractor onboarding workflows to standardize delivery and reduce team project-readiness time from 1 day to approximately 2–3 hours.

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

- Promoted from Virtual Assistant to **Head Project Manager within two months**, managing up to **20 concurrent digital engagements across 5 active projects** spanning web development, SEO, content, and digital PR.
- Executed **10+ Google Knowledge Panel campaigns**, successfully establishing **5 panels** through entity optimization, structured data, Wikipedia/Wikidata, Google Books, content, and authority-building strategies.
- Managed SEO and content initiatives across **4 WordPress websites**, producing approximately **20 articles per month** and coordinating distribution through a network of **200+ publishing partners**.
- Conducted digital PR and HARO outreach for up to **10 clients**, averaging **3–5 targeted pitches per day** and supporting broader authority-building and online reputation initiatives.

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

- Co-founded and operated a premium artisan ice cream business across a physical store and 2–3 pop-up locations, reaching approximately **₱100K–₱200K in peak monthly revenue**.
- Increased monthly revenue from approximately **₱50K to ₱100K within three months** through customer-informed

product and promotional strategy, expanding the portfolio from 4 to 20+ flavors.

- Increased daily production capacity from **20–40 to 64–80 pints without additional equipment or staff**, improving scheduling, machine utilization, inventory, and production workflows.
- Managed financial planning, procurement, inventory, production, POS, cash controls, and operating expenses; **reduced COGS by approximately 5–10%** through purchasing and production planning.
- Built the company's **cold-chain e-commerce operation during COVID-19**, moving from physical-only sales to online fulfillment within approximately one month and generating **₱20K–₱40K** in monthly online sales.
- Expanded **B2B distribution to four strategic resellers and one restaurant across three cities**, with new channels generating approximately 70% of pandemic-period revenue, and protecting company margins.

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

- Won and led delivery of a **₱16M corporate event for 2,000 employees**.
- Coordinated core team, 10+ major suppliers, and 80+ production personnel for end-to-end event execution, product launches, and integrated client activations.

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

- Grew the Convenience Store group **200% year-over-year** through account development and retailer partnership strategies.
- Negotiated the product entry and national logistics of a custom water-bottle product for a major global donut brand.

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

- Prepared Treasury Risk Management price and liquidity reports, automating workflows via Excel VBA to improve team efficiency across PH and Taiwan teams

CERTIFICATIONS AND EDUCATION

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.

Bachelor of Science (Applied Economics)

2010 - 2014 | De La Salle University – Manila

VOLUNTEERISM

Innov8 PH (formerly Organizational Change Consultants International): Volunteer Staff, Life Coach, and Production Lead · Supported 30+ participants across leadership development programs through recurring facilitation, learning conversations, informal coaching, and event support. · Completed a formal coaching commitment involving approximately 100 coaching hours supporting four participants through one-on-one and group sessions. · Led volunteer production teams and mentored volunteers across photography, video documentation, live-camera, and backroom workflows.

Hillsong Manila Connect: Served on production lighting and photography teams for worship services and events.

Community Outreach: Supported initiatives covering waste cleanup drives and care for abandoned elderly individuals.