

Althea Monica Serad



PROFESSIONAL SUMMARY

Communications and fundraising professional with experience across conservation NGOs and mission-led commerce. I build **donor-ready narratives**, **partnership-facing communications**, and **multi-channel campaign systems** (strategy to production to reporting). My strength lies in both **relationship-building and the operational backbone** behind communications: coordination, documentation, workflows, and ethical safeguards. Alongside my NGO work, I practice deep ecology and facilitation, which grounds my leadership, integrating consent-aware storytelling, and care-based systems into the spaces I serve.

Impact Highlights

- **NTPF-EP PH:** Boosted digital visibility with consistent publishing: +126.9% IG reach, +165.7% YT views, +15.3% link clicks (YoY).
- **Haribon:** Led partnerships/fundraising ops: +168.2% cash raised (2021 → Jan–Nov 2022) + built ethical screening + systems.
- **Karton:** Drove marketplace growth: sellers 83→139 (2020), 300+ onboarded, +147% customers, +7% sales (2019→2020).
- Built **credibility** assets across orgs: websites, campaigns, pitch decks, documentation packages, brand templates.

Experience

NTPF-EP Philippines: Advocacy & Communications Officer | 2024–Present

Leads communications and visibility across website and social channels to support conservation, Indigenous rights, community enterprises, youth, and women’s programming.

Key contributions

- Manages multi-platform publishing across Website, Facebook, Instagram, TikTok, YouTube, and LinkedIn; sustain an “always-on” content rhythm.
- Produces end-to-end comms assets: articles, statements, visual materials, reels/shorts, photo/video documentation, and event visibility packages.
- Packages advocacy wins and complex program work into public-facing narratives designed for credibility, shareability, and partner use.
- Supports Indigenous youth and women’s programming through comms systems: coverage, interviews, storytelling, and documentation outputs.
- Coordinate drafting workflows for policy-facing communications (e.g., internal position paper process; shareable as redacted excerpt upon request).

Mother Earth Foundation: Communications Officer | Jan–Jun 2024

Supported communications and advocacy visibility work, with a focus on media coordination and stakeholder-facing campaign execution.

Signature campaign: Waste Workers Magna Carta Press Conference

- Planned and executed a high-stakes press conference supporting the Waste Workers Magna Carta advocacy track.
- Led media coordination and engagement (press invitations, follow-ups, press handling), working closely with the Board of Trustees and partner organizations.
- Co-wrote the press release, aligned messaging, and supported stakeholder communications across government agencies and allies.
- Coordinated logistics, run-of-show support, and post-event documentation; managed event admin requirements including planning and liquidation support.

Haribon Foundation

Progression — Partnerships/Fundraising Manager (2021–2022) → Communications Officer (2023)

Corporate Relations Officer | 2021–2022

Led partnerships and fundraising inside a small team—growing income while building systems that made donor work consistent, ethical, and sustainable.

- Helped deliver +168.2% cash-based funds raised (2021 → Jan–Nov 2022) across corporate partnerships, membership efforts, and digital-driven engagement.
- Held the team cadence: weekly check-ins, coaching, and year-end reflections—supporting both performance and people.
- Built the operational backbone: pipeline tracking, follow-through rhythms, documentation, and reporting habits so partnerships didn’t rely on memory and urgency.
- Created customized pitch materials and partnership offers (packages/tiers), and coordinated internal readiness and fulfillment steps.
- Set up ethical donor screening / due diligence tools to protect mission integrity and avoid misaligned partnerships.
- Initiated and owned early pitches for a major retail apparel partnership account; handed over before signing due to internal role transition.

CORE SKILLS

COMMS • FUNDRAISING • PROJ COORD • PRODUCTION

TOOLS

Google Analytics

Meta / FB Business Suite

Mailchimp

Canva

Capcut

Google Workspace

Sheets/Docs

Adobe Premiere Pro (basic)

Photoshop (basic)

AFFILIATIONS / NETWORKS

WORK THAT RECONNECTS NETWORK • DEEP ECOLOGY PHILIPPINES • CLIMATE REALITY • ANGAT KALIKASAN PILIPINAS

SELECTED LINKS / PROOF

PORTFOLIO • CASE STUDIES

LINKEDIN / INSTAGRAM
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(+63) 926 675 2927

BASED IN
MANILA, PHILIPPINES
OPEN TO REMOTE / TRAVEL

SELECTED TRAININGS & CERTIFICATIONS

- Global Sisterhood: Women's Circle Facilitation & Sacred Space Holding (2022–2023)
- The Work That Reconnects: Deep Ecology Training (participant) (2023)
- TLC Solutions: W.E.L.L. Coaching Training (2024)
- The Climate Reality Project: Climate Reality Leadership Corps Training Session (2021)
- AktivAsiaPH, PILCD, 350.Pilipinas: Pamitinan Social Action and Campaigning Workshop (2021)
- InclusiviTeach, Forest Foundation Philippines, WhereToNext: Life Stories Workshop Series: Communicating Sustainability (2021)

DEEP ECOLOGY, FACILITATION & CREATIVE PRACTICE

Deep ecology practitioner and facilitator-in-training, integrating care-based leadership, consent-aware storytelling, and reflective practices into youth/community spaces and organizational work.

Parallel practice includes guiding circles/learning spaces and building creator-led storytelling rooted in ecological devotion.

TOOLS

Google Analytics

Meta / FB Business Suite

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Canva

Capcut

Google Workspace

Sheets/Docs

Adobe Premiere Pro (basic)

Photoshop (basic)

EDUCATION

AB Communication (Media Production) — De La Salle University - Dasmariñas (2007-2010)

IIDM Acceleration Program — CDM, Applied Analytics, Social Media & Community Management, Media Planning (2017-2018)

Experience (continued)

Haribon Foundation: Communications Officer | 2023

Supported Haribon's public voice and storytelling—translating conservation work into clear, credible communications for partners and the public.

- Produced web and social content, campaign copy, and editorial support for advocacy narratives and program updates.
- Conducted interviews and supported photo/video documentation; shaped raw moments into publish-ready stories.
- Coordinated cross-team inputs, keeping content aligned and on schedule while maintaining brand clarity.
- Strengthened content organization and documentation workflows so assets could be reused for reporting and partner visibility.

Karton.ph: Content & Marketing Strategist (Startup E-commerce) | 2017-2021

Full-stack role spanning seller acquisition, marketing execution, analytics, and lean-team operations for a Filipino-owned marketplace.

Key contributions

- Supported onboarding and enablement of 300+ sellers/merchants; grew seller base 83 → 139 in 2020.
- Planned and executed multi-channel marketing (web + social + email), using Google Analytics, Meta tools, and Mailchimp to iterate on performance.
- Supported sales through bazaars/physical selling and helped with operations for bulk gifting / corporate orders (prep + coordination).
- Represented the brand in public speaking/media engagements to build trust and awareness (documentation available via portfolio).

The Picture Company: Copywriter & Business Coordinator | 2016–2017

- Wrote campaign/brand copy and supported content strategy; helped shape internal creative processes and content workflows.
- Supported client coordination and sales enablement; managed social content needs and contributed to business systems coordination in a lean team.

Freelance Writer & SEO Trainer: Epicstream, Travelers Today, China Topix, Nature World News, Food World News | 2013–2016

- Produced and edited SEO-driven and editorial articles across multiple online publications; maintained consistency, clarity, and publish-ready quality at volume.
- Delivered basic SEO writing/training support and content guidelines; supported social media management where needed.

Writer / Producer / Events Conceptualizer — YELL Adworks Philippines; Koozzoo Media; Wishcraft Creative Affairs Team, Inc. | 2010–2013

- Web content writing and client email support; scripted and storyboarded real estate and product videos.
- Developed creative copy for BTL advertising/events and supported account/project coordination.