Trixie Danielle Balangao

Project & Production Manager · Brand Management

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Production Portfolio **Marketing Portfolio**

Ten years delivering live events, programmes and productions across the UAE and the Philippines and freelance work with the DXBLive media team on government summits and on Gulfood and GISEC. My work sits between the brief and the finished result: understanding what the client needs, turning it into a plan, timeline and budget, finalising suppliers and crew, and seeing it through on site to handover. I keep documentation thorough and stay a steady point of contact for clients, partners and vendors from first meeting to sign-off.

90+ programmes and events delivered to date, from public festivals and international summits to multi-city theatre runs.

Capabilities

Project delivery
End-to-end planning and execution, project timelines and schedules, run-of-show, on-site build-up and delivery, client handover

Vendor & supplier coordination
Sourcing and finalising suppliers, contractors and crew; AV, staging, print and production vendors; quotes and negotiation

Cost control
Production budgets, cost tracking against approved figures, supplier quotes, expense reconciliation

Team coordination
Crew booking and briefing, call sheets, scheduling and work allocation, cross-team communication

Client & stakeholder management
Client briefs and expectations, B2B account ownership, organiser, venue and partner liaison, 90% client retention

Documentation & compliance
Project trackers and dashboards, document control, pre-production legals and approvals, UAE labour law

Design & brand literacy
Translating brand guidelines into visual output, mock-ups and prototypes, layout and collateral design

Tools
Microsoft 365, Adobe Suite (incl. Photoshop), Canva, Notion, Airtable, Zoho CRM, Xero, DaVinci

Professional Experience

Client Experience Manager & Brand Strategist | North Point Academy

Dubai, UAE · 2024 – Present

ICF-accredited coaching institution delivering programmes globally, with UAE and UK bases. Promoted from Executive Assistant to the Co-Founders (2022 – 2024).

- **Schedule, lead and manage projects across the academy**, from planning, timelines and resourcing through stakeholder coordination, delivery and close-out.
- Owned delivery of the academy's full rebrand and a multi-market digital audit as managed projects, holding scope, timelines, stakeholders and sign-off through to completion.
  - **Translated brand strategy into finished collateral**: brochures, proposal decks and presentation materials, plus segmented brand guidelines by market and programme line.
  - **Produced prototypes and mock-ups** for the website revamp, recommending and executing improvements for a dedicated landing page and homepage rebuild.
  - Developed Google and Meta organic and paid strategy, lifting visibility by 60% and generating leads through the new landing pages.
- Manage **7 active B2B accounts and 200+ individual clients** across global markets, from enquiry and onboarding through delivery, with **90% retention** sustained over two years.

Programme Coordination (Partner Delivery)

- **Coordinate scheduling, communications and logistics across 60+ concurrent programme workstreams** for a Germany-based training partner operating across MENA.
- Track milestones, compliance requirements and delivery deadlines across regional teams and external partners.
- Designed operational dashboards adopted as the standard tracking format across the MENA programme, and shortened lead times by tightening documentation workflows.

Independent Producer & Project Manager | Freelance

Dubai, UAE · 2024 – Present

Production and project management for live events, media teams and independent music and theatre clients across the UAE.

Live Events & Exhibitions

- **Producer, 2025 Asia Pacific Cities Summit & Mayors' Forum** with the DXBLive media team, coordinating crew, schedules and delivery for an international government event.
- Archive coverage for **Gulfood 2026** and **GISEC 2026**, and coordination and archive for further government events, giving first-hand familiarity with large-scale exhibition environments and organiser schedules.
- Freelance production and coordination support for other event companies across the UAE.

Production Management

- Ran music video shoots and campaigns for independent artists and brands end to end: **script lock, casting, crew booking and briefing, vendor coordination**, pre-production legals (NDA, media release, performer agreements), call sheets and shoot schedules, and delivery back to the client.

Theatre Production

- Co-created, wrote, performed in and led marketing for *Metro Diaries*, the first originally devised Filipino play commissioned and performed at The Arts Center at NYU Abu Dhabi with an independent follow-up run at SIMA.
    - 6 performances across two cities and 500+ total audience, including 300+ at the independent run on half the marketing lead time.

Executive Assistant to the Co-Founders | North Point Academy

Dubai, UAE · 2022 – 2024

Supported the two co-founders across executive, operational and client-facing work for an ICF-accredited coaching institution with UAE and UK bases.

Executive & Project Support

- Managed both co-founders' calendars, appointments and meetings across multiple time zones, including leadership meetings, partner meetings and client engagements.
- Prepared agendas, briefing documents, reports and presentation decks for internal meetings, client proposals and partner discussions.

Leadership Coordination & Governance

- **Sole point of contact** between the founders, clients and external partners, handling communications, escalation and records end to end.
- Recorded meeting minutes, documented decisions and followed up on agreed actions until they were closed.
- Maintained confidential company and client records under strict document control, in line with ICF standards.

Events, Projects & Vendor Coordination

- Built and kept up project trackers and dashboards to monitor deadlines and deliverables on founder-led initiatives.
- Ran office administration, including vendor coordination, expense claims, filing systems and document repositories.
- **Coordinated academy events, graduations and programme launches** from planning through on-the-day delivery.

Executive Assistant to the CEO | Palmira Software House

Dubai, UAE · 2019 – 2022

- Ran the CEO's day for a Dubai software house, covering scheduling, travel, correspondence and confidential documentation, with standing authority to act on his behalf.
- Owned office operations, **vendor and supplier relationships**, and cross-team communication.
- Kept documentation and records systems current, consistently filed and accessible without oversight.
- Handled HR administration in line with **UAE labour law**: employment documentation, onboarding and offboarding, leave and records management.

Admin Assistant & Receptionist | GES (Global Experience Specialists)

Dubai, UAE · 2018 – 2019

- First point of contact for a global events and exhibitions business, owned front-of-house, client enquiries and visitor coordination.
- Held HR and administrative workflows including employee records, onboarding paperwork, scheduling and internal coordination, building working fluency in UAE labour law and HR process.

Events Manager & Producer | The Prod Team

Bacolod, Philippines · 2015 – 2018

- Produced and managed live events end to end: **concept, budget, supplier negotiation, crew, run-of-show and on-site delivery**.
- Delivered large-scale public festivals including Bacolaodiat and MassKara, coordinating multiple vendors, contractors and stakeholders under fixed public deadlines.

Education, Certifications & Selected Recognition

Level 1 Certificate in Professional Coaching (ICF-accredited) — North Point Academy

BS Business Administration, major in Operations Management — University of St. La Salle, Bacolod, 2015

- **Institutional Awardee for Theater and Arts**, University of St. La Salle (2015)

Numoo Artist Development Initiative — The Arts Center at NYU Abu Dhabi, 2024

- **Metro Diaries** — first originally devised Filipino play commissioned and performed at The Arts Center at NYU Abu Dhabi (2024), restaged independently at SIMA, Dubai (2025-2026)