

Trixie Danielle Balangao

Event Project Manager & Marketing Lead

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Ten years across leadership support, client management, marketing and live production. I'm currently holding a global brand and client portfolio at an ICF-accredited coaching institution while producing independent film and theatre work in parallel. Taking full ownership of whatever is handed over and sees it through to delivery—the account plan and the deck, the campaign and the copy, from production schedule to execution, held by one person from brief to sign-off.

90+ programmes and events produced to date.

Capabilities

Tools

Canva, Adobe Suite, Claude, Notion, Airtable, Zoho CRM, Google and Meta Ads, Wix, Microsoft 365, Xero, Quickbooks

Leadership support

Executive assistance to co-founders and CEO, calendar and inbox management, meeting preparation and minutes, action tracking, briefing notes and reports, travel and logistics, confidential correspondence

Client & account management

Lifecycle ownership, onboarding, retention, B2B and individual portfolios, stakeholder liaison, founder support

Marketing & brand

Digital marketing, brand architecture, segmented guidelines, campaign strategy, paid digital campaigns, email nurture, content strategy, copywriting

Production

Project management, pre-production and legals, call sheets and scheduling, crew and vendor coordination, budgets, on-site delivery, script management, artist management, post-production

Creative

Creative direction, editorial and layout design, playwriting, performance, workshop design and facilitation

Operations

Programme coordination, dashboards and trackers, documentation systems, process design

HR & compliance

UAE labour law, employment documentation, onboarding and offboarding, records management

Professional Experience

Account Manager & Brand Strategist | North Point Academy

Dubai, UAE · 2024 – Present

ICF-accredited coaching institution delivering programmes globally, with UAE and UK bases.

- Owned delivery of the academy's full rebrand and a multi-market digital audit, driving the workstreams to completion and steering across both strategy and execution.
 - Designed and built the academy's brand collateral from scratch:** brochures, proposal decks, presentation materials and produced segmented brand guidelines by market and by programme line.
 - Led the website audit:** recommended and executed improvements for the revamp by producing prototypes and mock-ups for a dedicated landing page and homepage rebuild
 - Developed the Google and Meta organic and paid strategy - boosted 60% on visibility and acquired leads through the landing pages.
- Hold campaigns and collateral work for ICF-accredited programmes, and building alumni ecosystem and referral programme from the ground up.
- Own a portfolio of **7 active B2B accounts and 200+ individual coachees and ongoing enrolees** across global markets, holding the full client lifecycle from enquiry and onboarding through delivery and relationship management with 90% retention sustained over two years.

Partnership Support

- Hold scheduling, communications and logistics across 60+ concurrent programme workstreams for one of our partners (a Germany-based training organisation) 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 through tighter documentation workflows.

Independent Producer & Creative Lead | Freelance

Dubai, UAE · 2024 – Present

Production, marketing and creative direction for independent music, theatre and live event clients, delivered through ongoing collective and event work.

Production & Project Manager

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

Theatermaking and Marketing

- Built the collective's brand architecture from scratch: tone of voice, visual language, content strategy and cross-touchpoint systems.
- 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.
- Designed and facilitated bilingual writings workshops delivered as part of Metro Diaries development.
- Contributed to an 80% growth in audience visibility across two production cycles.

Live events and Production support

- Freelance production and coordination support for DXBLive Media and event companies alike across the UAE.

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 Support

- Managed both co-founders' calendars, appointments and meetings across multiple time zones, including leadership meetings, partner meetings and client engagements.
- Screened and prioritised incoming correspondence and requests, and handled replies on the founders' behalf where authorised.
- Prepared agendas, briefing documents, reports and presentation decks for internal meetings, client proposals and partner discussions.
- Arranged travel, accommodation and detailed itineraries for founder travel and programme delivery.

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.
- Kept confidential company, client and coachee records under strict discretion, in line with ICF standards and internal document control.

Projects & Office Administration

- Built and kept up project trackers and dashboards to monitor deadlines and deliverables on founder-led initiatives.
- Researched and pulled together information to support founder decisions on programmes, partnerships and new markets.

- Ran office administration, including expense claims, filing systems, document repositories and vendor coordination.
- 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 from 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 working directly with the CEO on people matters.

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 against large-scale public festivals including Bacolaodiat and MassKara, coordinating multiple vendors 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)

Full portfolio and references available upon request.

Thank you for your time!