

# Trixie Danielle Balangao

Operations & Creative Lead

Email trixiebalangao@gmail.com  
Phone +971 54 744 9171  
Based in Dubai, United Arab Emirates

## CAREER IN A GLIMPSE

Client Experience & Strategy  
Operations & Programme Management  
Leadership Support & People Management  
Learning & Development  
Live Production & Events Management  
Creative Direction, Writing & Performance

**10** YEARS OF EXPERIENCE  
ACROSS DIFFERENT  
INDUSTRIES

**90+** PROGRAMMES AND EVENTS  
PRODUCED, DIRECTED, AND  
COORDINATED

## TOOLS & PLATFORMS

### Project

Airtable, ClickUp, Jira, Trello,  
Asana

### Creative

Adobe CC, Canva, DaVinci  
Resolve

### Marketing

HubSpot, Buffer, Meta Business  
Suite, Zoho BigIn

### Analytics

Google Ads, Google Analytics

### Web

WordPress, Hostinger, Wix

### Workplace

Microsoft 365 (admin),  
SharePoint, Google Workspace



# 4 things I help organisations & clients with

01

## Client Experience & Strategy

Enquiry through onboarding, delivery and long-term relationship. Brand frameworks that hold across two markets without flattening either of them.

03

## Live Production & Events Management

Theatre, film, activations, and live showcase. Concept to execution. From casting, rehearsal, technical, sequencing, and the room on the night.

02

## Operations & Programme Management

90+ programmes and events produced. Schedules, contracts, budgets, suppliers, and the documentation that keeps a team calm on the day.

04

## Writing & Performance

Scripts, narrative frames, brand copy and dramaturgy. Ten years of writing things other people have to say out loud.

## EXPERIENCE

### North Point Academy

2022 — PRESENT · DUBAI

Client Experience Manager & Brand Strategist (*previously Office Manager*)

*ICF-accredited professional development and coaching institution operating internationally.*

- Recognised by partners and leadership as the trusted cross-functional lead for both strategy and day-to-day continuity
- **Leading an organisation-wide rebrand** from concept and messaging through to execution across all collateral
- **Improved team efficiency by 15%** while keeping the team lean, through disciplined process design and ethical use of AI
- **Supported 60+ programme deliveries** across MENA and internationally
- Designed reporting dashboards **adopted as the standard operational tracking format** for the MENA programme
- Shortened programme lead times through improved documentation workflows and proactive compliance tracking
- Coordinate scheduling, communications and operational logistics across multiple concurrent programme workstreams
- Track milestones, compliance requirements and delivery deadlines across regional teams, partners and jurisdictions
- Lead end-to-end client experience: onboarding, documentation, contracting and compliance checks, relationship management and retention
- Develop and execute marketing campaigns, brand messaging and client-facing communications
- Act as **primary liaison between leadership, clients and external partners**; own internal operations, workflows, scheduling, travel and cross-team coordination

**+63Kolektib (voluntary)**

2024 — PRESENT · DUBAI

## Marketing &amp; Communications Director

*UAE-based Filipino multidisciplinary performance collective.*

- Lead brand strategy, marketing and communications; develop campaigns, content strategy and audience engagement initiatives
- Manage digital communications, institutional partnerships and promotional activity
- **Increased visibility by 43%** through cohesive branding and strategic communications
- Built partnerships with institutions and creative collectives that expanded the collective's reach and cultural footprint

**Palmira Software House**

2019 — 2022 · DUBAI

## Office Manager &amp; Executive Assistant to the CEO

*Technology company. Sole point of responsibility for office operations, supplier coordination and administration.*

- Directed end-to-end office operations: logistics, facilities and administrative team oversight
- Sole point of contact for all supplier accounts: vendor relationships, purchase coordination, contract documentation and invoice processing with finance
- Provided executive support to the CEO in calendar, communications and priority coordination
- Established scalable office systems and filing processes that improved stability and readiness for expansion
- Recognised by the CEO as a trusted partner in handling sensitive commercial information with full discretion

**GES — Global Experience Specialist**

2018 — 2019 · DUBAI

## Receptionist &amp; HR Administrative Assistant

- Served as first point of contact for clients, visitors and senior partners and front-of-house for the business in a fast-paced environment
- Oversaw daily office operations, logistics and coordination of administrative staff
- Coordinated HR internal communications, documentation filing and vendor relationships

**The Prod Team**

2014 — 2018 · PHILIPPINES

## Events Manager &amp; Producer

*Corporate, cultural and live events across stage, film and television — including the Bacolodiat and MassKara festivals.*

- Acted as **primary liaison between clients, suppliers and internal teams** — resolving issues on the ground and escalating where needed
- Managed end-to-end logistics, multi-vendor coordination, purchase orders, service agreements, budgets and on-site delivery
- Led key departments including Special Events, overseeing teams and complex on-site operations
- **Proposed and executed creative concepts across 50+ events**, delivered on time and within budget
- Built long-term supplier, artist and client relationships that produced consistent repeat engagements and referrals

# CAPABILITIES

## What I bring into a room

Across different industries and roles through the years, I evolved and continued to learn whatever I can. I deem curiosity, cross-discipline, and continuous learning very important in growing personally and professionally so these are the skills that I accumulated:

### Operations & Delivery

Programme & project management  
 Process design, documentation & SOPs  
 Compliance tracking & record-keeping  
 Vendor, contract & procurement coordination  
 Budgeting, invoicing & financial record support  
 Reporting dashboards & operational visibility  
 Executive support & priority management

### Marketing & Brand

Brand development, positioning & storytelling  
 Campaign planning & execution  
 Content strategy both in digital, editorial, social  
 Copywriting & narrative voice  
 Rebrand leadership, concept to rollout  
 Community engagement & partnerships  
 Audience research & cultural insight

### Leadership & Ways of Working

Cross-functional team leadership  
 Working lean: small teams, high output  
 Ethical, practical AI leverage in daily operations  
 Facilitation, coaching & mentoring  
 Calm under compressed timelines

### Client, B2B & Commercial

B2B account management, retention & renewal  
 Client onboarding, documentation & compliance checks  
 Partner, supplier & institutional liaison  
 Multi-region, multi-party stakeholder alignment  
 Escalation handling & issue resolution  
 Front-of-house & first-contact representation  
 Discretion with sensitive commercial information  
 Service design & client experience mapping

### Creative & Production

Creative direction & concept development  
 Production & stage management  
 Live event & experiential production  
 Playwriting, dramaturgy & devised theatre  
 Workshop design & facilitation  
 Crew, call sheet & on-set coordination

### Education

**BS Business Administration**, major in Operations Management  
 University of St. La Salle, Bacolod — 2015  
*Institutional Awardee for Theater and Arts*

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

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

Looking forward to working with you.

## Thank you for your time!