



TRIXIE DANIELLE BALANGAO

Creative Strategy • Client Experience • Program & Project Management
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ABOUT MY EXPERIENCE

I build where strategy, storytelling, and systems meet. With over 10 years of experience across marketing, operations, events, and creative production, I specialize in translating vision into structured, results-driven execution. I've worked across corporate, nonprofit, and cultural sectors leading cross-functional teams, managing complex programs, and delivering work that is both intentional and impactful.

I generate ideas and I make them work.

FORMAL EDUCATION

University of St. La Salle

- Bachelor of Science in Business Administration, Major in Operations Management, 2015
- Institutional Awardee for Theater and Arts

FURTHER DEVELOPMENT

North Point Academy

Certificate in Professional Coaching (ICF Certified)

New York University Abu Dhabi - Numoo Artist Initiative

Artist & Alum, 2024

- Selected for a competitive artist development program
- Developed, pitched, and refined original work focused on migration and identity—Metro Diaries, later commissioned by NYU Arts Center
- Collaborated with mentors, producers, and peers in a professional creative environment

CORE COMPETENCIES

- Marketing & Communications Strategy
- Brand Development & Storytelling
- Client & Stakeholder Management
- Project & Program Management
- Campaign Planning & Execution
- Content Strategy (Digital, Editorial, Social)
- Event & Experiential Marketing
- Team Leadership & Cross-Functional Collaboration
- Community Engagement & Partnerships
- Operations & Process Improvement

IT LITERACY

- Adobe
- Canva
- Airtable, ClickUP, etc.
- Microsoft 365 (as administrator)
- Hubspot, Buffer, etc.
- Meta Business Suite
- Google Ads
- Google Analytics
- Wix & Wordpress
- Claude AI

CORPORATE EXPERIENCE

North Point Academy

2022 - Present

Client Experience Manager & Brand Specialist (previously Office Manager)

Progressively held multi-functional roles within a growing organization, supporting clients, leadership, and operations while driving marketing and communications initiatives.

- Leading end-to-end client experience including onboarding, relationship management, and retention
- Developing and execute marketing campaigns, brand messaging, and client-facing communications
- Managing internal operations, workflows, scheduling, travel, and cross-team coordination
- Acting as primary liaison between leadership, clients, and external partners
- Supporting business growth through process improvements, communication systems, and service optimization

Highlights

- Maintaining a lean team and improved efficiency by 15% by ethically using AI.
- Leading an ongoing rebrand of organizational assets and collateral from concept to messaging and execution
- Improving client retention and satisfaction through structured onboarding and proactive relationship management
- Continuously streamlining internal workflows and communication systems, increasing operational efficiency across teams
- Strengthening brand consistency and clarity across client-facing materials and campaigns
- Recognized by partners and leadership as a trusted cross-functional lead supporting both strategic and day-to-day operations

Senior External Program Coordinator

- Supported more than 60+ program deliveries and coordination across external stakeholders in MENA and internationally
- Managing scheduling, communications, and operational logistics efficiently for program initiatives
- Leading regional and international coordination across functions, ensuring alignment between teams and partners

Highlights

- Streamlining processes and documentation, shortening program lead times and improving delivery efficiency
- Designed and maintained dashboards providing both high-level oversight and granular operational visibility for stakeholders

Palmira Software House

2019 - 2021

Office Manager and Executive Assistant to the CEO

- Directed end-to-end office operations, including logistics, facilities, and administrative team oversight
- Managed executive-level support for the CEO, including scheduling, communications, and priority coordination
- Streamlined internal communications and documentation workflows to improve efficiency and information flow
- Strengthened vendor relationships and contract coordination, ensuring timely delivery and cost control
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Highlights

- Established scalable office systems and processes that improved organizational stability and readiness for expansion
- Optimized vendor management and documentation practices, reducing operational delays and bottlenecks

GES – Global Experience Specialist

2019 - 2021

Receptionist & Administrative Assistant

- Oversaw daily office operations, logistics, and administrative staff
- Coordinated internal communications, documentation, and vendor relationships
- Supported organizational growth through improved structure and operational continuity

Highlights

- Built foundational office systems that supported company stability and growth
- Improved vendor coordination and documentation processes, reducing operational bottlenecks

The Prod Team

2014 - 2018

Events Manager / Producer

- Planned and delivered corporate, cultural, and live events across stage, film, and television
- Managed end-to-end logistics, vendors, timelines, and on-site execution
- Collaborated with clients, creatives, and stakeholders to deliver high-impact, audience-focused experiences
- Produced and supported live and recorded productions for stage, film, and TV

Highlights

- Proposed and executed creative concepts to more than 50+ events
- Enhanced event quality, audience engagement, and overall success across multiple productions
- Led key departments, including Special Events, overseeing teams and coordinating complex on-site operations
- Built strong, long-term working relationships with vendors, artists, and clients, resulting in repeat engagements and referrals

CREATIVE LEADERSHIP & PROJECT EXPERIENCE

SELECTED CREATIVE PROJECTS

- **Metro Diaries commissioned by NYU Arts Center**, NYU Arts Center – Co-creator, Writer, Performer & Marketing Manager (2025-Present)
- **Emirates Literature Foundation Showcase 2026**, Theater of Digital Arts – Creative Director & Writer (2026)
- **Sulyap 2.0, Theater of Digital Arts** – Co-creator, Technical Director & Writer (2025)
- **Sulyap**, Theater of Digital Arts – Writer, Performer & Dramaturg (2024)
- **Porkchop Politics for Short+Sweet Festival**, The Junction – Performer (2025) | Award: Best New Talent
- **Museum of Migration and Memories**, NYU Arts Center – Contributing Writer and Performer (2023)

Marketing & Communications Director

- Lead brand strategy, marketing, and communications for a multidisciplinary creative collective
- Develop campaigns, content strategies, and audience engagement initiatives
- Manage digital communications, partnerships, and promotional activities
- Support organizational growth, visibility, and community development

Highlights

- Increased visibility by 43% and audience engagement through cohesive branding and strategic communications
 - Strengthened partnerships and community presence within the creative and cultural sector
 - Established consistent messaging and marketing processes for a growing collective
 - Developed intentional partnerships with institutions and creative collectives to expand reach, visibility, and cultural impact
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Emirates Literature Foundation**2025****Creative Director for Litfest Showcase 2026**

- Developed the narrative foundation and creative vision for the showcase
- Facilitated collaboration with artists, integrating their ideas and creative input into a cohesive program
- Directed the live showcase, overseeing artistic, technical, and production elements

Highlights

- Successfully delivered a high-quality showcase despite limited rehearsal time and complex scheduling constraints
 - Aligned multiple artists and creative contributors around a unified narrative and production vision
 - Maintained artistic integrity and production quality while balancing time, resource, and scheduling limitations
 - Maximized the venue's immersive architectural and technical qualities to enhance audience engagement and experiential impact
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