


JOHN PHILLIPS

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WORK EXPERIENCE

BLOOMBERG

Nov 2018 – Present
SINGAPORE

EXECUTIVE EDITOR, APAC, BLOOMBERG MEDIA STUDIOS

- End-to-end execution of custom content campaigns in the financial, technology, luxury, tourism, heavy industry, cryptocurrency and government sectors
- Write thought leadership pieces, brand stories and persuasive content for delivery across digital, print, social media, television and audio
- Script and produce social media optimized videos that amplify client messages and position their brand position to maximize audience engagement
- Develop impactful creative content strategies to win proactive and reactive business opportunities; build and strengthen client relationships
- Leverage Bloomberg's vast data ecosystem to derive actionable insights that enable clients to transform challenges into opportunities
- Collaborate with the design team to create engaging content that achieves the client's vision while upholding Bloomberg's in-house creative principles
- Facilitate client communications throughout the creative process to deliver against evolving needs, meet deadlines and ensure project success
- Build and manage network of external writers; oversee their work to meet client objectives and maintain Bloomberg's editorial practices
- Partner with key clients including Standard Chartered Bank, Mitsubishi Heavy Industries, Thailand Board of Investment, Japan Cabinet Office, HSBC, Tokyo Metropolitan Government, Westpac, Hyundai, Temasek, Facebook, Samsung

J.P. MORGAN

Feb 2018 – Oct 2018
SINGAPORE

VICE PRESIDENT, MARKETING & COMMUNICATIONS

- Crafted engaging marketing content around virtual account management, supply chain finance, robotics processing automation and more
- Managed public relations for the ASEAN research team with a focus on strengthening brand equity and boosting analysts' public profiles
- Wrote thought leadership pieces and presentations for events including the Corporate Advisory Council and the Asian Banking Forum
- Generated press coverage for events including the J.P. Morgan Corporate Challenge and campus recruitment pop-ups
- Produced and edited videos around the 15th annual J.P. Morgan Corporate Challenge for social media; +1M impressions across Facebook and LinkedIn

ORACLE

Feb 2017 – Jan 2018
NEW YORK

GLOBAL EMPLOYEE COMMUNICATIONS STRATEGIST

- Developed an Employee Value Proposition to reshape Oracle's culture, enhance the company's image and complement the global business strategy
- Ghost wrote annual kickoffs, quarterly updates and monthly communications for the Global Head of Human Resources, Joyce Westerdahl
- Profiled inspiring leaders and wrote thought-provoking career guidance as part of The Future You career development campaign
- Oversaw change management communications around the shift to unlimited annual leave allotment and the streamlining of Oracle's recruitment process
- Empowered employees to keep pace with emerging trends and futureproof their careers by detailing role-specific learning resources
- Wrote a diversity and inclusion speech for co-CEO Safra Catz to deliver during the Women in Tech segment at Oracle Open World

ORACLE

May 2015 – Jan 2017
SINGAPORE

COMMUNICATIONS MANAGER, APAC

- Collaborated with senior management to deliver targeted communications strategy and thought leadership pieces
- Crafted strategic brand content for delivery across internal and external channels including video, intranet, e-mail and social media
- Profiled high-impact business leaders that embodied Oracle's spirit in memorable employee success narratives
- Wrote keynote presentations and scripted videos for senior leaders including the President of APAC & EMEA and the Senior Vice President of APAC
- Managed communications around the launch of Oracle Digital Prime and the company's transformation from a traditional IT vendor to a cloud provider
- Conceptualized and created region-specific content and change management communications for recruitment, retention, diversity and compliance campaigns
- Managed and developed a direct report based in Bangalore; oversaw on-boarding, training, mentoring and career development

CNBC

Sept 2013 – Apr 2015
SINGAPORE

DIGITAL EDITOR

- Wrote and edited news stories covering Asian financial markets, business, technology and politics for cnbc.com
- Generated and assigned story ideas to a team of journalists; collaborated with them to develop and improve their stories
- Live blogged breaking news, complementing original content with material collated from social media; alerted breaking news through CNBC's social app
- Produced and scheduled social media content for Facebook, LinkedIn and Twitter using Hootsuite
- Optimized website using the Toolbelt content management system to drive user engagement and recirculation of content

DOW JONES

Nov 2010 – Aug 2013
SINGAPORE & TOKYO

COPYEDITOR

- Edited Market Talk copy for real-time distribution; collaborated with journalists across APAC to ensure accuracy, clarity and financial soundness of all content
- Contributed Market Talk content on Asian financial markets with a focus on equities and foreign exchange
- Wrote the daily Asian Market Update for the print and digital versions of The Wall Street Journal
- Curated The Wall Street Journal's Markets Pulse page to maximize engagement using the Methode content management system

TRADE THE NEWS

Sept 2005 – Aug 2008
NEW YORK

AUDIO NEWSCASTER & EDITOR

- Led a small financial analysis and broadcasting team delivering real-time news on equities, fixed income, foreign exchange and commodities
- Wrote and edited analytical new stories weighing the market implications of macroeconomic indicators

E D U C A T I O N**EDHEC BUSINESS SCHOOL**

2008-2009
M.B.A.

PACE UNIVERSITY

2000-2005
B.A. Economics