

JOHN PHILLIPS

 johnjphillipsiv@gmail.com

 johnjphillips.com

WORK EXPERIENCE

BLOOMBERG

Nov 2018 – Present
SINGAPORE

EXECUTIVE EDITOR, APAC, BLOOMBERG MEDIA STUDIOS

- Build campaigns that empower financial, tech, energy, crypto and government clients to take Bloomberg's audience from thought to feeling to action
- Write persuasive thought leadership content that strengthen brand awareness across various channels including digital, print, television, social and audio
- Produce videos from pre to post, ensuring a final cut that delivers great performances, amplifies client messages and outperforms across our ecosystem
- Lead a team of writers and editors, providing editorial direction, setting a regional vision and supporting them in the pursuit of their career goals
- Develop and present creative content strategies for pitches ranging from \$200K-\$3M, securing some of Bloomberg's biggest new clients and renewals
- Transform client communications challenges into opportunities through insight-led creative and data-driven stories rooted in Bloomberg's data ecosystem
- Collaborate with in-house design team to create engaging content that achieves the client's vision while upholding Bloomberg's creative vision
- Oversee client communications throughout the creative process to understand evolving needs, meet deadlines, ensure success and strengthen relationships
- Build and manage a network of external writers with subject matter expertise and local language skills to deliver insightful, authentic stories
- 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 content that amplified J.P. Morgan's views around virtual account management, supply chain finance and robotics processing automation
- Managed public relations for the ASEAN research team, strengthening J.P. Morgan's brand equity media and boosting analysts' public profiles
- Wrote thought leadership pieces and presentations that prepared leaders 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 insightful career guidance that encouraged employees to pursue career development for The Future You campaign
- Oversaw change management communications to make Oracle's shift to unlimited annual leave successful and streamline the recruitment process
- Amplified Oracle's learning resources, empowering employees to keep pace with emerging trends and futureproof their careers

ORACLE

May 2015 – Jan 2017
SINGAPORE

COMMUNICATIONS MANAGER, APAC

- Developed an omni-channel communications strategy that empowered senior leaders to articulate their vision to thousands of employees across APAC
- Crafted engaging client success stories that championed innovation, celebrated Oracle's people and helped to shape a winning sales culture
- Wrote keynote presentations and scripted videos for senior leaders including the President of APAC & EMEA and the Senior Vice President of APAC
- Profiled business leaders and key account managers that embodied Oracle's spirit, providing employees with insight into career success
- 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 onboarding, 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 cncb.com
- Generated, assigned and developed stories with a team of journalists, balancing the need for speed against good writing rooted in strong narratives
- Live blogged breaking news, complementing original content with material collated from social media; alerted breaking news through CNBC's social app
- Produced, scheduled and optimized social media content to maximize impact across social channels including Facebook, LinkedIn and Twitter
- Maximized engagement on cncb.com through the real-time curation and optimization of our home page using a content management system

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