

# BRIAN TENORIO *Communications Strategy & Design Management*

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## *Skills/Qualifications*

- Creative communications and design manager who speaks and understands the language of business
- With 10 years of diverse multi-disciplinary experience and training in communications, graphic design, and journalism, across several countries
- Multi-awarded in graphic design, web design, and business-entrepreneurship
- With graduate-level training from the Language & Communications Program of the **UNITED NATIONS**
- Trained in **PRATT INSTITUTE'S DESIGN MANAGEMENT PROGRAM** (included in BusinessWeek's World's Best Design Programs):
  - Research focus: Design Policy Frameworks for Developing Countries
  - Finance and Accounting, Business Strategy, Business Law, Operations/Design Management
  - Strategic Marketing, Print Design, Advertising, and Corporate Communications
  - Negotiation and the International Environment of Business, UNMDGs
  - Sustainability in Design, Product Design and Development, and Strategic Technology
- Proficient in Adobe Photoshop, InDesign, Microsoft Word, Outlook, Excel, and PowerPoint. Knowledgeable in Social Networking Media, and Content Management System Platforms, HTML and CSS.
- Trained in video production/editing, print production and design management operations. Experienced and effective in creative direction, photography, and styling.
- U.S. citizen, currently based in New York.

## *Work Experience*

### **Director of Communications & Design, Womensphere (2010)**

Led the overall design and communication strategies to improve on business development and partnerships/alliances. Created, developed, and launched the three 2010 websites of the organization in first month of employment. Developed the branding strategy of the organization; also, designed and led the production of the organization's different media projects: mainly (1) the VISION premium coffee table book, (2) the Womensphere PHOTOGRAPHY competition, (3) Global Summit conference materials and publications, (4) and new online web portals. (See [WWW.WOMENSPHERE.ORG](http://WWW.WOMENSPHERE.ORG) and [WWW.WOMENSPHERESUMMITS.COM](http://WWW.WOMENSPHERESUMMITS.COM))

### **Graduate-level Intern at the Language and Communications Program, United Nations HQ in New York (2010)**

Designed a campaign to promote multilingualism in the United Nations, a campaign about the language certification program in the UN, and an electronic catalog for the Language and Communications Program

### **Design and Communications Consultant / Principal, Tenorium Ent. (2000 to 2008/2010)**

Consulted companies in marketing and branding efforts, facilitated the creation of communications, creative, and marketing briefs, business correspondences, business articles, promotions and public relations collaterals. Created coffee-table books, company newsletters, annual reports, websites, and collaterals for corporations, small businesses, and personalities in the Philippines, United States, and Europe.

### **Creative Director/ Managing Director, TMWorldwide, Inc. (2004 to 2008)**

Launched a start-up line of designer accessories. Provided creative direction, oversaw production, headed marketing and media relations, handled customer and industry relations, front-lined the brand to clients/media. Elevated the brand to be the most-publicized label in its category in the Philippines in its first four years on limited funding. Authored and produced strategic communication collaterals and produced events to create media exposure for the label even on a limited public relations budget.

### **Journalist/Foreign Correspondent, COLORS Magazine (2000 to 2005)**

Engaged in international brainstorming sessions, researched and developed stories and articles, conducted interviews, canvassed for, assigned, and coordinated with photographers for multi-lingual publication, Benetton Italy's COLORS Magazine.

### **Design and Communications Consultant, Corporate Communications, Ayala Corp. (2000 to 2005)**

Consulted on communications projects in design and publication. Coordinated and creatively directed the photography for the annual reports of the Corporate Communications Department of one of the most respected business houses in Asia, the Ayala Corporation. Designed and implemented on-site production work for design projects (one of which was an exhibition in Barcelona, Spain).

### **Faculty, Communications Department, Ateneo de Manila University (2002-2003)**

