

Arnaldo Masiglat Jr.

Operations, Digital Marketing & Organizational Leadership

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PROFESSIONAL SUMMARY

Versatile leader with 28+ years of progressive experience spanning content operations, digital marketing, product management, training & development, and organizational development. Built a career that spans building high-performing teams, driving multi-channel marketing campaigns, managing complex cross-functional projects, and developing talent at every level. Proven ability to bridge creative vision and operational execution from launching programmatic ad campaigns, scaling content networks that fuel ABM pipelines, to designing training programs that elevate organizational capability. A collaborative leader who earns trust across departments and delivers results that matter.

CORE COMPETENCIES

Content & Digital Marketing: Content Strategy & Syndication, SEO/SEM, Programmatic Advertising, ABM, Campaign Management

Leadership & Management: Team Building, Coaching & Mentoring, Cross-functional Collaboration, Project & Product Management

Creative & Design: Creative Direction, Ad Concepting, Multi-media Production, Brand Development

Training & Development: Curriculum Design, Facilitation, Performance Management, Talent Identification

Tools & Platforms: Google Analytics, AI Content Tools, CMS Platforms, Google Partner, MS Office Suite

EXPERIENCE

Content Operations Manager

Demand Science Team Philippines, Inc.

Apr 2020 – May 2026

Lead the content strategy and execution of a network of hub sites that power DemandScience's content syndication and ABM lead generation business in the B2B tech sector.

- Define and execute overarching content strategy across a network of websites, driving brand authority and thought leadership in the tech industry
- Lead, mentor, and develop a team of Content Operations Team Leaders and Specialists, fostering professional growth and ensuring operational excellence
- Optimize UX and SEO across all properties; leverage AI tools to enhance content quality, production efficiency, and campaign performance
- Collaborate cross-functionally with Product, Dev, Sales, Client Success, and Data teams to resolve UI/UX issues, integrate sponsored content, and support ABM initiatives
- Monitor and report on website performance via Google Analytics, translating data into actionable strategy improvements
- Maintain rigorous quality assurance standards across all content submissions, safeguarding brand reputation and compliance

Product Operations Manager

Demand Science Team Philippines, Inc.

Apr 2016 – Apr 2020

Drove end-to-end implementation of new products from the Product Development group, serving as the primary stakeholder liaison across Product, Dev, Sales, Client Success, Email, and Data teams.

- Managed project plans for new product launches, ensuring on-time delivery and coordinating all cross-team dependencies
- Led all phases of GuidesFor sites — from inception and research through campaign setup and post-campaign evaluation
- Designed, managed, and optimized programmatic advertising campaigns; defined goals, selected platforms, monitored performance, and delivered stakeholder reports
- Coached GuidesFor Team Leaders through performance reviews, training development, and talent identification for future leadership roles

Online Communities Manager

Demand Science Team Philippines, Inc.

Feb 2016 – Apr 2016

- Executed organic content and audience growth strategy across multiple niche websites
- Developed KPIs for SEO, social media, and analytics to measure and continuously improve performance
- Built and led a team of writers, editors, SEO specialists, and social media experts

Online Marketing Manager

Web Advertising Gurus

May 2011 – Feb 2016

Developed and executed comprehensive online marketing campaigns for global clients, covering strategy, content creation, SEO, social media, and performance optimization.

- Managed a team of 7 SEO and marketing professionals, overseeing delivery against client goals across multiple accounts worldwide
- Conducted research to identify the most effective online marketing strategies for each client and market
- Evaluated and continuously improved campaigns based on performance data and emerging digital marketing trends

Training Officer / Marketing Comms Head / Creative Head / Web Admin

EMCOR Inc.

Feb 2007 – May 2011

Held four concurrent and progressive roles in a major Philippine retail chain with 160+ stores across Visayas and Mindanao — spanning corporate training, marketing, creative direction, and web administration.

- Training Officer: Designed and facilitated training seminars and workshops for corporate staff; continuously improved training modules and materials to ensure relevance and effectiveness
- Marketing Communications Head: Led marketing and promotional campaigns across 160 stores through digital, traditional, and in-store channels; analyzed market trends and reported to the Product Development Manager; built partnerships with universities and business institutions
- Creative Head: Led a team of designers for all advertising needs — TV and radio ads, catalogues, brochures, and promotional materials; managed layout and production of bi-monthly company newsletter
- Web Administrator: Managed company website operations, database, and daily performance; coordinated a team of four web staff including creative and customer service functions; oversaw hardware/software upgrades and ensured maximum uptime
- Led key initiatives: Web Redesign (Project Consultant), Supplier Accreditation System (Drafter), In-house Rewards System (Project Head), University of Mindanao MOA (Drafter)

Branch Sales Manager

LG Electronics Philippines Inc.

Jan 2005 – Mar 2006

Managed sales operations for the Davao branch, overseeing a team of seven sales coordinators and four service technicians.

- Set and tracked individual and team sales targets; developed KPIs and coached the team to consistently meet company objectives
- Developed and implemented sales programs; analyzed competitor activity and submitted trend reports to the Regional Sales Manager

Branch Head

Solid Electronics Services Inc. (Sony & Aiwa Authorized Service Center)

Oct 2002 – Dec 2004

Oversaw all branch operations including customer service, technical staff management, inventory, budgeting, and compliance for 6 technicians and 4 support staff.

- Ensured proper workload distribution and turnaround-time compliance for all service jobs
- Trained and oriented new hires on job responsibilities, company policies, and Sony/Aiwa service standards

Enterprise Services Officer III

Philippine Economic Zone Authority (PEZA)

Nov 2000 – Feb 2002

Provided assistance and coordination for ecozone developers on operational and service matters at this government investment promotion agency under the Department of Trade and Industry.

- Evaluated applications for importation/exportation, special requests, and other movements of goods by zone enterprises
- Monitored compliance with registration conditions and coordinated with government and private agencies on ecozone operations
- Assisted in preparation of special studies and submitted regular progress reports to the Department Manager
- Passed the Career Service Professional Examination (Feb 2000) — one of only a few eligible for the Philippine Government's Best of the Bureaucrats Program

High School Teacher — Visual Arts, Media Awareness & Technology

Ateneo de Manila University

Jun 1996 – Nov 2000

Taught Visual Arts, Arts Appreciation, Media Awareness, and HTML to high school students; served as class moderator and head of the Photography Club.

- Organized subject materials aligned with annual curriculum; used visual aids and experiential learning techniques to drive student engagement
 - Coordinated with department heads, associate principals, and parents on student performance and co-curricular activities
 - Mentored student teachers and identified students requiring remedial support or advanced challenge
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EDUCATION

18 Units – Basic Education (Post-graduate)

1996 – 2000

Ateneo de Manila University

Bachelor of Fine Arts (BFA) – Advertising

1991 – 1996

University of Santo Tomas

High School

1987 – 1991

Polytechnic University of the Philippines – Laboratory High School

CERTIFICATIONS & LICENSES

- Career Service Professional Examination – Best of the Bureaucrats (Civil Service Commission, Philippines)
 - Introduction to Claude Cowork (Anthropic)
 - AI Fluency Framework & Foundations
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PROFESSIONAL DEVELOPMENT

- Professional Trainer Skills Workshop — Asian Institute of Management (AIM) Conference Center
- Basic Supervisory Course — EMCOR Corporate Training
- Personality Development Seminar — St. Paul's Seminar House
- The Seven Habits of Highly Effective People