

COLIN SALAO

(He/Him/His)

INFO

Full Name

Konstantin Mikhail C. Salao

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Personal Email

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Work Email

csalao@insider.com

SOCIAL

LinkedIn

[linkedin.com/colinsalao](https://www.linkedin.com/colinsalao)

Portfolio

[colincsalao.wixsite.com/
portfolio](https://colincsalao.wixsite.com/portfolio)

Twitter

[@colinsalao](https://twitter.com/colinsalao)

Instagram

[@colinsalao](https://www.instagram.com/colinsalao)

SKILLS & INTERESTS

- Advanced Microsoft Excel
- Data Analysis and Reporting
- Basic SQL, HTML & CSS
- Basic Adobe Premiere Pro
- Public Speaking and Performing
- Music: Sing/Guitar

EDUCATION

SEPT 2021 - PRESENT

NORTHWESTERN UNIVERSITY (Chicago, Illinois)

Medill School of Journalism

Master of Science in Journalism with specialization in Sports Media

JUNE 2014 - MAY 2018

ATENEO DE MANILA UNIVERSITY (Manila, Philippines)

John Gokongwei School of Management (JGSOM)

Bachelor of Science in Management Engineering (Honors Program)

AUGUST 2016 - DECEMBER 2016

UNIVERSITÉ CATHOLIQUE DE LILLE (Lille, France)

IÉSEG School of Management

Junior Term Abroad Program

RELATED WORK EXPERIENCE

JUNE 2022 - PRESENT

BUSINESS INSIDER - SPORTS MEDIA BUSINESS FELLOW

- Six-month fellowship covering topics such as sports betting, media rights and sports creators for Business Insider.

APRIL 2022 - JUNE 2022

CHICAGO SKY - SEASONAL MEDIA ASSOCIATE

- Assisting Public Relations department of WNBA team with press releases, media availability and game day operations

OCT 2018 - JULY 2021

SLAM PHILIPPINES - CONTRIBUTING WRITER

- Wrote columns on the NBA and UAAP (Philippines' Premiere Collegiate Sports League) Men's Basketball for Philippine-version of US-based publication of the same name
- Covered several media availabilities, including of the NBA G-League Ignite

STARTING JULY 2018

FREELANCE WRITING OPPORTUNITIES

- Featured in national publications in the Philippines like Rappler and ANCx
- Covered UAAP men's basketball for PH-based basketball blog HumbleBola

APRIL 2020 - DEC 2020 (ON HIATUS)

YOUTUBE CONTENT CREATOR (INDEPENDENT)

- Totaled 500,000 video views and 10,000 subscribers on NBA-related content
- Lead writer, voice and channel manager of Colin Salao channel
- Handled four-man team comprised of a co-writer, sound editor and lead video editor

JUN 2016 - MAY 2018

THE GUIDON SPORTS - BEAT WRITER

Official Student Publication of the Ateneo Loyola Schools

- End-to-end coverage of UAAP Season 80 Ateneo men's basketball, including game analysis, recaps, live tweets and four TV appearances on CNN Philippines
- Beat writer for UAAP Season 79 & 80 Ateneo women's softball and basketball, substitute beat writer for baseball

OTHER WORK EXPERIENCE

AUG 2020 - OCT 2020

JOHNSON & JOHNSON - KEY ACCOUNT MANAGER

- Handled total customer development operations for Robinsons Retail Holdings, Inc. (7% share of business)

AUG 2018 - JULY 2020

JOHNSON & JOHNSON - BOLT MANAGEMENT TRAINEE: MARKETING FOR JOHNSON'S BABY & SALES MANAGER

- Served as **Assistant Brand Manager** handling total plans for **Johnson's Baby Lotion & Oil** brands, and the Johnson's Milk Portfolio (Johnson's Baby ~40% of Total J&J PH Business)
- Project Lead in the entry of two new SKUs into the Philippine Market
- Functioned as **Distributor Development Manager** for LCG Marketing Corporation in Cebu, Philippines. Led in **achieving sales targets** from May to July 2019, including LCG's **record-high** in June 2019
- Helped leadership team in achieving one hundred thousand store distribution target in December 2018, **the highest in the company's history**