



# SYBELLE JOY TURGO

Hi! My nickname is Sebb. My life rolls in Creative Production with primary focus on Graphic Designs and Video. I love keeping things in balance – from visual storytelling to project management. Every problem has a solution, so let's figure it out together!

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## KEY COMPETENCIES

Project Management and Archiving  
Creative Production  
Branding  
Content Creation  
Social Media Campaigns  
Marketing Activations  
Internal and External Communications

## TOOLS

Adobe Photoshop	Mac and Windows
Adobe Illustrator	Trello
Adobe InDesign	Mondays
Adobe Premiere Pro,	Asana
Adobe After Effects	Microsoft Planner
Adobe Media Encoder	Frame.io
Adobe Audition	Notion
Microsoft Office	

## EDUCATION

2010 – 2014

### BACHELOR OF ARTS IN MASS COMMUNICATION MAJOR IN BROADCASTING

*Palawan State University, Tiniguiban, Puerto Princesa City, Palawan, Philippines*

## EXPERIENCES

APRIL 2024 – PRESENT

### INDEPENDENT CREATIVE PROFESSIONAL

*Paris, France*

FEBRUARY 2021 – APRIL 2024

### ASSISTANT MANAGER, DTP, VIDEO AND DIGITAL

*Atlantis Dubai | Atlantis The Royal & Atlantis, The Palm*

*The Palm Jumeirah, Dubai, UAE*

- Launched the team's first project management tool through Microsoft Planner.
- Re-organized the team's workflow from briefing to execution.
- Managing the video archive system and maintaining the quality of all video materials.
- Creating design concepts for print and digital media of all the properties across different channels.
- Mastering of the videos for social media, website, emails and in-house screens.
- Creating engaging and creative motion graphic animations such as logo, alpha and full graphics.
- Supports the team in promotional shoots through videography and photography
- Together with my team of 5, we provide the brand visuals of 48 restaurants including 11 celebrity chef restaurants.

NOVEMBER 2020 – JANUARY 2021

### GRAPHIC EXECUTIVE

*Mövenpick Kuredhivaru Maldives*

*Noonu Atoll, Maldives*

- Designing visual concepts and maintaining the brand standards for the resort collaterals.
- Handles multimedia promotions for different platform including websites, social media and email marketing.

OCTOBER 2018 – MAY 2020

### CREATIVE DESIGNER

*The Small Maldives Island Co*

*Amilla Fushi, Baa Atoll, Maldives*

- Handles the design of two resorts (Amilla Fushi and Finolhu) while implementing the brand standards
- Visualizing the concepts using various illustrative, printing, online and web-based software.
- Assisted the team as videographer and photographer in several promotional shoots mainly for social media and website advertisements, as well as internal documentation purposes.

FEBRUARY 2016 – SEPTEMBER 2018

### POST-PRODUCTION SPECIALIST

*ABS-CBN Broadcasting Corporation, Creative Communications Management*

*Diliman, Quezon City, Philippines*

- Delivered post production requirements for daily TV plugs, launches, trailers, teasers and other topical and generic promo spots.
- Mastered video projects with music/scores, VOs, graphics, and special effects
- Created graphics and animations needed in the completion of the assigned projects based on agreed concepts by the client.
- Joined brainstorming/concept development of promotion campaigns and other strategies, mostly for the Christmas and Summer Station IDs of the network and other documentary types of special plugs.
- Assisted the team as a videographer in several outdoor shoots such as Station IDs, short documentaries, promotional plugs and other projects as appropriate.
- Occasional photographer for various productions to capture behind the scenes and the whole atmosphere on set from start to finish and made sure that the photos are archived successfully for future use.

SEPTEMBER 2015 – JANUARY 2016

### STORE ASSOCIATE, VISUAL MERCHANDISING

*Fast Retailing Inc. Phils – Uniqlo*

*SM Corporates, Mall of Asia Complex*

- Managed customer needs by assisting them in selecting apparel and accessories, and providing product and brand knowledge to both employees and customers.
- Taking charge in the cash wrapping area to ensure accurate payments.
- Maintaining the brand standards for visual presentation, cleanliness, and organization throughout the store.
- Ensured all merchandise is represented on the floor in full-size runs and proper signage is present.
- Create visually appealing and brand appropriate displays to drive sell-through and react to the needs of the business in the store.

NOVEMBER 2014 – MARCH 2015

### WEDDING AND EVENTS FILMMAKER

*FnF Event Filmmaker*

*Baguio City, Benguet, Philippines*

JUNE 2014 – AUGUST 2014

### GRAPHIC ARTIST AND SALES ASSISTANT

*Grapiko Creative Design Studio*

*Puerto Princesa City, Palawan Philippines*

FEBRUARY 2014 – MARCH 2014

### INTERNSHIP

*ABS-CBN Linkod Kapamilya Foundation, TV Production Quezon City, Philippines*

- Involvement in project documentaries, product commercials, events productions, interviews, analog, and digital post-production.
- Exposure in using Betacam tapes, from digesting, ingesting, and to archiving.

2013 – 2018

### FREELANCE PHOTOGRAPHER