

## HYACINTH BALEDIATA BANGERO

Phone: +1 312 420 8349  
[hbanger@bgsu.edu](mailto:hbanger@bgsu.edu)

403 High Street, E, Bowling Green,  
Ohio, USA 43402

Hyacinth is a broadcast journalist turned communication educator with a six-year of experience in marketing, philanthropy, and external and alumni relations. She is an innovator who introduced digital marketing in the workplace and is credited for introducing several digital initiatives in her workplace and volunteer organization. Hyacinth also takes on leadership, academic, and community roles in the Philippines. Presently, she's a Fulbright-CHED PhD Scholar pursuing her doctorate in Media and Communication with emphasis in media audiences and processes. Among her diverse research interests are government and political communication, public relations, marketing communications, communication education, and social media.

### WORK EXPERIENCE

**Bowling Green State University**, Bowling Green, Ohio, USA | *January 2023 to present*

Graduate Teaching Assistant, School of Media and Communication

**West Visayas State University**, Iloilo City, Philippines | *August 2021 to present*

Part-time Instructor, College of Communication

**University of San Agustin**, Iloilo City, Philippines | *August 1, 2016 to July 30, 2022*

Assistant Director/Marketing Officer/, Philanthropic, External and Alumni Relations

**University of San Agustin**, Iloilo City, Philippines | *June 1, 2016 to present*

Assistant Professor, College of Liberal Arts, Sciences and Education

**GMA Network, Inc.**, Manila, Philippines | *June 2014 to December 2015*

Associate Producer, Balita Pilipinas Ngayon (GMA News TV)

**GMA Network, Inc.**, Iloilo City, Philippines | *May 2014 to April 2015*

Associate Producer, Arangkada

Chargen Operator, Arangkada and Ratsada

### EDUCATION

**PhD in Media and Communication** Bowling Green State University August 2022-present

**MMCom** West Visayas State University, Mass Communication July 2020  
Thesis: "User Acceptance of the Online Campaign  
*One Council-One Week on Social Media*"

**Bachelor in Broadcasting** West Visayas State University, Broadcasting March 2014  
Graduated Magna Cum Laude

### HONORS AND AWARDS

**Fulbright Fellow** 2022

2022 Fulbright-CHED Doctorate Scholar in the United States of America (Full Scholarship)

**2020 World Thinking Day Activity Pack Co-Creation Team** | *Pune, India* 2019

It was a scholarship grant from the World Association of Girl Guides and Girl Scouts (WAGGGS) and the UPS Foundation. About 25 young women worldwide developed a resource for the use of the 2020 World Thinking Day Celebration.

**36<sup>th</sup> WAGGGS World Conference** | *New Delhi, India* 2017

Ms. Banger was the only young adult chosen by the Executive Committee of the Girl Scouts of the Philippines to represent the country in the triennial gathering of 150 countries.

**75 National Young Achiever** | *Manila, Philippines* 2015

In recognition of the local, national, and international accomplishments, Ms. Banger was among the 75 awardees of GSP on the occasion of its 75<sup>th</sup> Anniversary as an organization.

**Ten Outstanding Students of the Philippines (National Finalist)** | *Manila, Philippines* 2014

From among the hundreds of thousands of graduates in the Philippines, Ms. Banger is among the cream of the crop presented by the Commission on Higher Education (CHED), in partnership with RFM Foundation, to the President at Malacañang Palace.

**The Outstanding Students of Iloilo Award** | *Iloilo City, Philippines* 2014

As an exemplar in academics, leadership, and community service, Ms. Banger ranked 1<sup>st</sup> among the 10 recognized by JCI Regatta. She also received the TOSIA Leader Award.

**Most Outstanding College Graduate of WVSU** | *Iloilo City, Philippines* 2014

Ms. Bangero was WVSU's highest-ranking academic student and had the most co-curricular activities. The Rotary Club of Metro Iloilo presented the medal.

**8<sup>th</sup> Helen Storrow Seminar** | *Adelboden, Switzerland* 2013  
Bangero is the first Filipina to have earned the full scholarship to attend the environmental leadership forum – Helen Storrow Seminar at Adelboden, Switzerland.

**Ayala Young Leader** | *Batangas, Philippines* 2013  
Ms. Bangero qualified in one of the most stringent college qualifying journeys that is of the Ayala Young Leaders Congress established by the Ayala Foundation, Inc.

**Japan East-Asia Network of Exchange Students & Youths Program** | *Japan* 2012  
The National Youth Commission, as supported by the Japan International Cooperation Center, selects Filipino students to participate in an international exchange with Universities in Japan. The program concentrated on the environment where the delegates were exposed to the tsunami-stricken community in Minamisanriku, Japan. Ms. Bangero was also sent to study at the Hiroshima University for days.

**Most Outstanding Girl Scout** | *Manila, Philippines* 2010  
Three of the millions of Girl Scouts in the country are selected as the most outstanding girl scouts. One of the requirements was a community project that benefited the community. As a grant, Ms. Bangero attended the 13<sup>th</sup> International Girl Scout Camp in Gangwondo, South Korea, in 2011.

**Pambansang Gawad sa Ulirang Kabataan** | *Manila, Philippines* 2010  
The Department of Education recognizes 15 Outstanding Secondary Students of the Philippines on the 112<sup>th</sup> Anniversary of the Philippine Independence.

**Chief Girl Scout Medalist** | *Manila, Philippines* 2009  
The highest award that the Girl Scouts of the Philippines give. It was personally presented by then President Gloria Macapagal-Arroyo at the Malacañang Palace, Manila.

## TEACHING EXPERIENCE

**Bowling Green State University** | *Bowling Green, Ohio, USA* January 2023 to present  
**Graduate Teaching Assistant**, School of Media and Communication

- Social Media Campaigns
- TV and Video Production

**University of San Agustin** | *Iloilo City, Philippines* June 2016 to present  
**Assistant Professor 1**, College of Liberal Arts, Sciences, and Education

- Taught major Communication courses such as Marketing Fundamentals, Communication Theories, Integrated Marketing Communications, Film and Video, Broadcast Journalism, Media Writing, Development Communication, and Writing in the Discipline, an undergraduate course averaging 40 students per semester, covering the following topics: theories, strategies, film production, marketing plan creation, and presentation, among others.
- Developed quizzes, exams, and outcomes-based outputs and activities
- Created/Revised the syllabus to meet accreditation standards
- Pioneered the AB Communication Film Festival, which is now running for three years.

**West Visayas State University** | *Iloilo City, Philippines* August 2021 to July 2022  
**Part-time Instructor**, College of Communication

- Taught major Communication courses such as CO 203 Hiligaynon (vernacular language) and BR 205 News Writing and Production for Broadcasting, Interactive and Emerging Media

## PUBLICATIONS

### Books

World Association of Girl Guides and Girl Scouts, *Living Threads: Diversity, Inclusion and Equity*, London, United Kingdom: WAGGGS, 2019. (*Contributor*)

### Theses

Bangero, H.B. "Electoral Success among Former Media Men in Iloilo: A Case Study," West Visayas State University Undergraduate Thesis, 2014.

Bangero, H.B. "User Acceptance of the Online Campaign *One Council-One Week on Social Media*," West Visayas State University Graduate Thesis, 2020.

### Research

Girl Scouts of the Philippines Adult Training, Learning, and Development (ATLD)

Framework: Manila, Philippines: WAGGGS, 2019. (*Contributor*)

(Ongoing Professorial Chair Grant) Status of Implementation of Outcomes-Based Education  
in the College of Arts and Sciences and Education of the University of San Agustin: Iloilo City, Philippines (Co-investigator)

#### **CREATIVE WORKS**

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- o Poetrybiotics: Podcast Series, 2022 (*Writer, Voice Talent, Producer*)
- o University of San Agustin Institutional Videos, 2017-2022 [84 vids] (*Writer/Producer/Editor*)
- o Bangero, H.B., Baroto sa Lutak, Iloilo City, Philippines: Cinekasimanwa, 2013. (*Director*)
- o National Commission for Culture and the Arts, Artist-PARS, Kruhay Hulagway Audio Educational Materials (Western Visayas), 2020 (*AEM Producer*)
- o The Department of the Interior and Local Government VI, TV Aralan, 2020-2021 (*Scriptwriter*)
- o University of San Agustin, 1<sup>st</sup> Virtual Graduation, 2020 (*Executive Producer*)
- o University of San Agustin, KaSanAg sa Paskwa Christmas Station ID, 2017-2021 (*Executive Producer*)

Created Logos/Creative Work (Registered under University of San Agustin)

**San Ag Media Awards University of San Agustin The Augustinian Planner**

(4/2018/00505952)

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**USA Health and Safety Handbook**

2022-01397-A

#### **PRESENTATIONS AND INVITED LECTURES**

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**Resource Speaker**, “Tech Talk,” 1<sup>st</sup> Virtual Trainers Gathering of Western Mindanao Region, November 24, 2020.

**Resource Person**, “Tech Talk,” Digital Training, September 12, 2020.

**Resource Speaker**, “Google Skills’ Training,” Guidance Services and Testing Center Training Program, July 8, 2020.

**Facilitator**, “Status: APPdated; Let the Videos do the Talking: AVP Making 101,” National Technical Assistants Training 2019, November 11-14, 2019.

**Resource Person**, “Citizen Journalism,” Citizen Journalism and News Literacy Workshop (Visayas-Mindanao), July 19-21, 2019.

**Resource Person**, “Social Media Management,” Workshop on the Effective Communication of AM Results, May 20-22, 2019.

**Facilitator**, “Stay “APP” Dated,” 22<sup>nd</sup> National Trainers Conference, March 22-24, 2019.

**Keynote Speaker**, The Eagle’s Change: The Evolution of Communication, September 26, 2018.

**Guest Speaker**, 2018 College of Communication Freshmen Orientation, June 20, 2018.

**Resource Person and Judge**, “2017 Regional Adolescent Health and Development Program Film Festival,” Commission on Population Region VI, November 14, 2017.

**Resource Speaker**, “Scriptwriting,” 2017 Regional Adolescent Health and Development Program Film Festival,” Commission on Population Region VI, August 18, 2017.

**Resource Person**, “Radio and TV Broadcasting and Scriptwriting,” Barotac Viejo National High School Journalism Training Workshop and Mini Press Conference, August 5, 2017.

**Resource Person**, Media Mindset MMXVI, September 23, 2016.

**Resource Speaker**, “Scriptwriting Techniques,” 2016 Regional Adolescent Health and Development Program Film Festival Workshop and Population Health, and Environment Orientation,” Commission on Population Region VI, July 19-22, 2016.

**Lecturer and Facilitator**, Basic Journalism and Broadcasting Seminar-Workshop of the District of Alimodian II, September 26-27, 2015.

**Guest Speaker**, College Freshmen Orientation of West Visayas State University – College of Communication, June 15, 2015.

**Guest Speaker**, Raul O.V. Causing Memorial School’s 97<sup>th</sup> Annual Closing Exercises, March 26, 2015.

## **PROFESSIONAL TRAINING**

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**Facebook Social Impact Education Conference 2021** | Facebook, Facebook Blueprint, 9-10 September 2021

**Internal Quality Audit based on ISO 9001:2015 Standard** | Department of Trade and Industry – Zoom, February 16-27, 2021

**Communitalks 1 – Communication Trends in 2021 and Beyond** | International Public Relations Association – Philippines, Zoom, January 28, 2021

**Go from CX Starter to Champion** | Zendesk Showcase, Online, October 28, 2020

**EduTech Asia 2019** | Terrapinn, Suntec Convention Center, Singapore, November 5-6, 2019

**Communication and Media Studies Conference** | Philippine Association of Communication Educators, Manila, Philippines, Sept. 12-13, 2019

**ABS-CBN Pinoy Media Congress** | ABS-CBN and PACE, Iloilo City, Philippines, March 7-8, 2019

**Public Relations Asia 2018** | Marketing Magazine, Metro Manila, Philippines, November 14, 2018

**Internal Audit Training on ISO 9001:2015 Quality Management System** | Anglo Japanese American Registrars, Inc., Iloilo City, Philippines, June 18-19, 2018

**Internet and Social Media Marketing** | Asian Institute of Journalism and Communication, Manila, Philippines, July 28, 2017

**Reporting on Conflict Arising from Resource Management** | National Union of Journalists of the Philippines, Iloilo, Philippines, March 21-22, 2015

## **PROFESSIONAL AFFILIATIONS**

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**Girl Scouts of the Philippines** – 2018-2021 | Member-at-Large (Central Board)

**National Communications Committee** – GSP, 2018-2021 | Vice Chairperson

**National Training Committee** – GSP, 2018-2021 | Member

**Municipal Tourism, Culture and Arts Council of Barotac Viejo, Iloilo, Philippines**, 2019 to present | Member

**Internal Quality Audit – University of San Agustin**, 2019 to present | Auditor

**Augustinian Communicators Guild**, 2017-Present | Adviser

**Girl Scouts of the Philippines – Digi Trainers**, 2020 to present | Founding Member

**Philippine Association of Communication Educators**, 2017 to present | Member

## **PROFESSIONAL SERVICE**

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**Moderator – Digital Training** | Handling Finances in Times of COVID-19 Crisis, 2019

**Member – Media Relations Committee** | 2<sup>nd</sup> University of San Agustin – Academia Sinica, Taiwan Bilateral Research Symposium and Iloilo International Conference on Advanced Natural Products Technologies, 2019

**Assistant Chairperson – Media and Publicity Committee** | 2019 Catholic Educational Association of the Philippines National Convention, 2019

**Coordinator – Press Conference** | 2019 Catholic Educational Association of the Philippines National Convention, 2019

**Member, Media and Publicity Committee** | 24<sup>th</sup> University Games, 2019

**Juror** | Undergraduate theses “Exploring eSports in Iloilo: A Video Documentary, *Amado Cadio*: A Short Film, and *Paglanguy sa Balud sang Kabuhi*: A Short Film, 2018

**Reactor** | Marshall McLuhan Forum Series on Responsible Media, 2016

**Reactor** | Marshall McLuhan Forum, 2013

## **COMMUNITY SERVICE**

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**Stage Manager**

Dinagyang 360 Tribe Competition, Iloilo Dinagyang 2020, Iloilo City, PH, January 26, 2020

**Participant**

Sangguniang Kabataan Implementing Rules and Regulation (SK IRR) Youth Consultation, January 30, 2016

**Adjudicator**

Congressman Jerry P. Treñas Debate Cup, October 31, 2015

**Member of the Panel of Interviewers**

Search for Ten Outstanding Elementary School Pupils & Ten Outstanding Secondary School Students of Iloilo for the Academic Year 2014-2015, February 11, 2015

**Volunteer Journalist**

Typhoon Yolanda Story Hub in the Visayas, December 20, 2013

**OTHERS**

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CITI - Social and Behavioral Research - Basic (50907480)

Civil Service: Honor Graduate Eligibility (100106140249)

Online Certificate Courses:

**Communication in the 21<sup>st</sup> Century Workplace**

Coursera – University of California, Irvine ([coursera.org/verify/2378894GH9UZ](https://coursera.org/verify/2378894GH9UZ))

**Coursera Administrator Training**

Coursera ([coursera.org/verify/HXH8JNES25HZ](https://coursera.org/verify/HXH8JNES25HZ))

**The Fundamentals of Digital Marketing**

Google Digital Garage (Certificate ID: NT9 AK4 JTB)