

Miguel Escobar

Strategic Communications | Content Governance | Editorial Operations | APAC Markets

migmescobar@gmail.com | +65 9851 7897 | Singapore

linkedin.com/in/miguel-escobar-6u56u5 | miguel-escobar.com

PROFESSIONAL SUMMARY

Communications and editorial professional with 12+ years of experience in content strategy, strategic communications, and editorial operations across Southeast Asia. Background combines magazine journalism covering culture, politics, and current events with content management and brand communications for multinational clients. Experienced in developing and enforcing editorial standards at scale, managing high-stakes relationships—including with politicians, corporate leaders, and media—and making editorial calls on complex, sensitive, and editorially risky subjects. Market fluency across the Philippines and Singapore.

PROFESSIONAL EXPERIENCE

Senior Creative (Strategic Communications, Content Strategy)

Iris Singapore (Cheil Worldwide) | Singapore

May 2022 – Present

- Develop content and communications strategies for regional clients including the NBA (APAC), Alcon, and Trust Bank Singapore, ensuring brand consistency and cultural fit across APAC markets.
- Led campaign and messaging for Trust Bank's Cashback Card launch in Singapore, developing communications frameworks that balanced regulatory requirements with consumer engagement across digital, social, and out-of-home channels.
- Develop communications and messaging for the launch of GoTyme Bank in the Philippines.
- Exercise editorial judgment on content suitability across diverse cultural contexts, assessing content appropriateness for audiences in Singapore, the Philippines, and the broader APAC region.
- Collaborate with strategy, accounts, and legal on projects aligned with brand and business objectives.

Senior Content Marketing Editor (Branded Content, Editorial Strategy)

Summit Media | Philippines

September 2019 – October 2021

- Led the enforcement of content quality and editorial standards across four major digital publications (Esquire, Top Gear, Spot.ph, Spin.ph), reviewing and approving 50+ content projects per month against editorial policies, brand guidelines, and revenue targets.
- Developed and maintained editorial standards, style guides, and content frameworks that ensured consistent quality across a multi-publication, multi-team content operation.
- Managed content escalations and quality disputes among editors and brand partners, making judgment calls on complex or ambiguous content.
- Developed content and campaigns for multinational brand clients including Toyota, Samsung, and Chivas Regal, aligning content strategy with communications objectives and measurable engagement targets (e.g. 20,000+ page views per campaign).
- Supervised writers, providing editorial direction and quality assurance to enforce brand standards.

Associate Features Editor (Culture, Current Affairs, Politics)

Esquire Philippines (Summit Media) | Philippines

May 2016 – November 2018

- Covered culture, lifestyle, and current affairs, as well as investigative pieces on Philippine politics, for both the print edition and digital platform of a nationally distributed magazine.
- Conducted in-depth interviews with politicians, government officials, and public figures, navigating politically sensitive editorial decisions under legal and ethical constraints.
- Developed editorial analyses of culture and politics, translating complex topics into accessible, compelling stories for a broad audience.
- Maintained a network across government, media, and civil society, enabling high-quality reporting on politics and public interest issues.
- Contributed to publication-level editorial strategy, exercising editorial judgment across issues, features, and online articles on politics, culture, and current events.

Internal Communications

Unilab, Inc. (United Laboratories Health Group) | Philippines

November 2018 – September 2019

- Managed corporate communications for a major healthcare group, overseeing Bayanihan Magazine (quarterly publication, 3,000+ employee audience), employer branding campaigns, and employee engagement communications.
- Developed messaging and editorial direction for corporate campaigns, aligning internal communications content with organisational strategy and ensuring compliance with corporate policies.

Copywriter and Advertorial Lead

Summit Media | Philippines

January 2014 – April 2016

- Led branded content and campaign strategy across six national publications (Esquire, Top Gear, Forbes, Men's Health, FHM, Entrepreneur), acting in the capacity of managing editor.
- Managed a creative team of artists and producers, overseeing the full content lifecycle from briefing through to publication.

EDUCATION

Bachelor of Science, Communications Technology Management

Ateneo de Manila University, Philippines

2009 – 2013

- Major in integrated marketing communications; minor in entrepreneurship (accelerator programme)
- Member of The GUIDON, the university's official student publication

SKILLS

Strategic communications, content governance, editorial policy, content strategy, brand safety, investigative journalism, stakeholder engagement, media relations, cross-cultural content assessment (Philippines, Singapore, APAC), editorial operations at scale, crisis communications readiness, regulatory awareness, team leadership, Adobe Creative Suite, content management systems