

MEDIABLAST DIGITAL PROFILE



We are Mediablast Digital – a digital transformation and creative outsourcing firm.

Established in 2010 by social marketing pioneers from the old Friendster, Mediablast was acquired by venture startup Red Bus Digital Ventures in 2014 to re-position it as a company that specializes in digital content marketing and now, on digital transformation.

As a digital transformer, we have seamed marketing, technology and research to efficiently manage intelligence data to deliver customized solutions for global clients. Our deeper work in technology creation and integration allows us a holistic approach to business operations.

As a content and blog network we own and manage a variety of 30+ niche blogazines – magazine-styled blogs – that bring specific valuable content to our more than 3.4 million audience worldwide, while serving as content containers to support our clients' digital marketing needs. We are expert storytellers and leverage on our vast network of content creators, global media organizations, social influencers and various personalities to put brands front and center of a desired target audience. content. We roll-out search engine optimized content for various marketing campaigns.

We leverage all these for our clientele across the US, UK, Australia, India and the rest of Asia from our headquarters in the Philippines.

Come and partner with us. Together, let's write your new story.



Who We Are

What makes us tick is our strategic way of thinking. Guided by the specific goals, we find cost-effective ways to bring forth creative solutions to complex challenges.

Mediablaster Digital has iterated its offerings over the years to include content marketing, SEO social and digital amplification, online training (LMS), HR and recruitment solutions, web and app development, and business intelligence. Today, we are a digital transformation company.

The company's first campaign was for a twice-beaten political scion whom Mediablaster helped win his first national campaign through a low budget three-week digital sweep. In 2016, Mediablaster helped another new-comer in national politics win a hotly-contested national post.

By mid-2011, Mediablaster shifted its business model from agency work to advertising sales representation for the likes of Yahoo, Facebook, Multiply, and other digital publishers. It later added research, training and consulting to its services and continued low-profile work. A new partner came in to manage its operations in 2012 and in 2014, Mediablaster was bought-out by the same owners of Red Bus Digital Ventures.

In early 2017, Mediablaster went into joint ventures with a technology integrations firm and a research enterprise servicing government projects to further expand its offerings.

Today, Mediablaster projects span across territories, niche brands, industries, and political and religious affiliations. The company has setup offices in New York and Los Angeles to service a diverse global market that reaches Australia, India and the UK.

As part of its advocacy to give back, Mediablaster provides free services to chosen charities and causes and employs PWDs and PWIDs.

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Everything starts with forensics.

At MediaBlast Digital we make sure we dig up the digital space and available resources to see which pieces are missing and which solutions can be done at the most cost-effective way possible. If you don't need it, we don't recommend it. Everything has to be strategic and creative in both planning and execution. For us, this way of thinking is vital to any client we serve.

The MediaBlast team meets regularly for brainstorming sessions on industry trends and client requirements. Research and evaluation measurements are major parts of our business.

We integrate the following support services with our core content marketing business:

- DIGITAL TRANSFORMATION - CONSULTING + FORENSICS
- BLOGAZINE PUBLISHING
- INFLUENCER + BLOGGER MARKETING
- HR & RECRUITMENT SOLUTIONS / VIRTUAL ASSISTANTS
- CONTENT CREATION + MANAGEMENT
- TECHNOLOGY & SYSTEMS INTEGRATION
- REPUTATION MANAGEMENT + DIGITAL PR
- SEARCH ENGINE OPTIMIZATION (SEO + SEM)
- SOCIAL MEDIA MANAGEMENT
- GOOGLE DISPLAY NETWORK MANAGEMENT
- WEB + MOBILE APP DEVELOPMENT
- USER INTERFACE / USER EXPERIENCE CONSULTING
- DIGITAL + TRADITIONAL ACTIVATION
- GRAPHICS & VIDEO PRODUCTION (Whiteboard, AVPs, Social)
- CLOUD + HOSTING SERVICES
- SPONSORSHIP & AD SALES PACKAGING



THE MEDIABLAST CORE TEAM

HOMER NIEVERA, Founder & Chairman

Homer is a digital evangelist, revenue strategist, and startup mentor. He is an expert in creating and implementing strategic campaigns for businesses and clients across industries, and positions tech startups for profitable (Seed/Series A-D) capital infusions, joint ventures and buy-outs.

As a people-person, Homer has led and managed through tough times and has helped restructure organizations that have lost their zeal and direction towards profit. He runs the specialized HR and Recruitment Outsource business of Mediablast. He has built and managed revenue generation for the likes of Manpower (USA), Global Sources as Country Sales Manager, RJ radio group and ABS-CBN as Marketing Director.

As a digital media and tech business development strategist, Homer built the Philippine business for MSN (under Impaq Interactive) as Country Manager (concurrent Business Director at Admax Network), even grabbing the MSN Southeast Asia Best Performing Team award only 3 months into the job. At his prime, Homer was the only Filipino to hold two global posts for Silicon Valley-type firms Friendster.com and Multiply.com (as global head commercial partnerships and advertising operations for both companies). He co-founded Bazinga Inc., a global tech company that created social platforms for a social rewards ecosystem. As CEO, Homer managed the strategic direction of the company and its offices of 100+ people that spanned 3 continents (US, UK and Philippines). He exited in early 2014 after a buyout.

He is a regular speaker for the food industry, the Philippine Retail Association, in universities and others on digital marketing, techpreneurship, and revenue strategy. Homer concurrently runs the blog network and marketing technology firm MediaBlast Digital Corp. from Manila. He also sits on the board of a number of tech companies.

He is a Certified Distance Educator (post grad) and a Communication Research graduate from the University of the Philippines and Viral Marketer (certification program) from the Wharton Business School, an alumna of the Asian Institute of Management (Startup Innovation Program 2018, Startup Management Program 2018), Harvard University (Entrepreneurship in Emerging Economies, 2020), Massachusetts Institute of Technology (Business Planning & Impact for Social Enterprises, 2020), and is a part-time lecturer at the Thames Business School on social media.

ZES MARTINEZ, CEO

Mediablast's co-CEO is a licensed Real Estate Broker and Real Estate Appraiser. This sets him within an growing industry (the property sector) as a certified expert, apart from his regular duties as the company's CFO and Chief Admin Officer.

Operationally, Zes oversees Mediablast's business interests in technology and other development areas. He puts the numbers in every deal made. For clients, this means, he keeps an eye on their ROI as well as the cost-effectivity of each person.

As CEO, Zes helps manage the company's bottomline. He also manages several businesses across technology and entrepreneurship development.

Zes worked at MEC Networks, MSN, and US-based companies Bazinga Inc. and Rubrik Labs. He is a business graduate from the University of the Philippines and an AIM alumna (SIP 2018, SMP 2018).

ANTHONY AGPOON, VP for North America

Anthony heads Mediablast's North American business. A serial entrepreneur who regularly shuttles between the Philippines and the US, he is credited for establishing the North American business. His most notable pursuits range from events, F&B and food cart rentals, to real estate investments spanning both territories.

An expert networker, Anthony has successfully set-up the Mediablast business coast-to-coast from the main office in New York to Los Angeles and the rest of Southern California, as part of his calling as a travel nurse. Yes, he is a registered nurse by profession.

Anthony is bringing Mediablast's business services of: social media management, SEO, graphics, web and app development and virtual assistance to American enterprises.

JR ALDIOSA, Business Director

JR is Mediablast's Business Director in charge of overall project management. The youngest in the management team, he is the company's account management lead. His 3-year experience in project management plus being a prolific writer are his core assets. An esports enthusiast, he dabbles in editorial work for one of our media partners – EsportsPH.com. A graduate of the University of the Philippines (Diliman Campus), with an Industrial Engineering degree, JR crosses his interests in both business and technology.

ROWEN IRAL, Associate Director for Technology & Data Science

Rowen is Mediablast's Associate Business Director for Technology and Data Science. He manages complex technology projects that range from architecture, development to consulting. He also manages our own e-learning platform.

A 15-year veteran in the IT engineering field, he is a certified data scientist has worked on both small and complex IT engineering projects that require brain power. His work experience from Friendster and Bazinga (US/PH) and other tech companies has exposed him to various facets of IT engineering from planning, implementation, maintenance to troubleshooting.

Rowen leads is a graduate of Information Technology (Bachelors of Science Degree) from the Asian College of Science and Technology, has an MBA from the Bulacan State University and post graduate studies in Data Science from Washington University and The John Hopkins University.

CESAR TOLENTINO, Research Director

Cesar is Mediablast's certified information geek. He heads the company's Research team as Business Director for Research and Intelligence Management.

A former Instructor at St. Scholastica's College and Executive Director of the Game developers Association of the Philippines, Cesar has been Mediablast's research guru since 2010, as one of the firm's pioneers. He has also held other consulting posts for government entities.

Cesar is credited for jumpstarting the professionalization of research and feedback mechanisms for many government institutions, having presented to numerous boards. His expertise is in national implementation which makes him a sought-after resource on big data analysis.

He formerly worked as Marketing Director of Phoenix Land and as Head of Research for the Contact Center Association of the Philippines.

Cesar is a Chemical Engineering graduate from UP Diliman (Biochem and Food Industry specialist), and has an MBA from the same institution, major in marketing and management science.

KATH ATIENZA, Business Director – Special Projects

Kath is a 13-year sales and business development veteran across market-tech and digital media. As head of Mediablast's special projects, Kath is keen in making business relationships work from the get-go. A seasoned advertising sales executive, she bridges the gap between traditional and digital media. Her advertising career spans 12 years. Her career spans Turner Media, Echo Channels, Innovation One (United Neon Media Group), Ardent Communications (PR), Bazinga, Ambient Digital and Multiply where she delved into multi-media marketing and advertising operations.

Her other world is that of a fashionista and apparel designer where she opened her own brick-and-mortar and online shop to design, re-design and sell various apparel.

Kath is a graduate of St. Paul University in Quezon City with a bachelor's degree in Business Administration, Major in Accounting. She was a Thesis awardee and newspaper writer at the College of the Holy Spirit in Manila.

Media, Content, Research

PARTIAL LIST OF WHO WE SERVE (USA, UK, AUSTRALIA, INDIA, PHILIPPINES)





Case Studies

From good, to better, to BEST! [Chain of 4-star hotel-residences]

The hotel group is very well-experienced and multi-awarded in digital marketing, especially in SEO. It has an established system to compute for ROI from digital efforts. The hotel needed to make a mark in social media and still improve its digital ROI. We implemented an integrated digital strategy anchored on social media that eventually increased bookings by 30% in the first 6 months. We even unlocked their “hostaged” corporate website.

Towers of Power [Tech engineering projects]

Working with the telcos is a feat in itself. Upgrading their cellular towers is a marvel. But with a few thousands more in the pipeline, their trust on our expertise and professionalism is what we have gained.

Hidden no more [Quaint coffee shop]

There’s this 12-seater coffee shop that was sort of hidden due to its non-main road location. They wanted to increase traffic and sales by highlighting their specialties and breakfast offering. We posted an article on a popular food blog and highlighted their personalized cakes. Social media pushed the post across community pages and groups. The result? More than 3,000 actual in-store visits in 3 months. Their personalized cakes became an instant hit! Yes, this coffee shop is hidden no more.

Nationwide Surveys [Government Agency, Financial Organization]

We were tasked to do nationwide customer surveys for a government agency and a large financial organization. They liked what they learned. Let’s just say that we’ve created a separate business unit to take care of our research projects since then.

Let’s Go! [National brand]

A national brand known for its efficient logistics services needed a Digital Agency to increase their brand’s reach and be the preferred courier company in the nation. We increased social media reach by 300% in the first month alone and landed them among the most trusted courier companies in the country. They eventually started outsourcing more marketing services to us.

They keep coming back [SEO and Digital Marketing Agencies]

Managing a network of niche blogs, we have been approached by many agencies worldwide seeking to amp their clients’ traffic through SEO and content marketing. With our blogs’ global audience, we sure have met their expectations. Why so? They’ve been coming back over and over again.

By the way... We have also helped two national candidates win the election. Need we say more?

OUR TOP TRAINING & CONSULTING PARTNERS (PARTIAL LIST)

Adolf Aran Jr., The Restaurant Sherpa

Adolf is the premier authority in dining and restaurant management in the Philippines. He is a sought-after consultant in the food industry in the Philippines. With 28 years of experience in food and beverage companies, including San Miguel Pure Foods, Kenny Rogers Roasters, Shakey's, SumoSam Group, Bigg's Diner and other independent, local and foreign food chains. Adolf runs Courage Asia, and is a conference producer behind the Restaurant Investment Conference, Top Menu Masters Foodservice Conference, Dine Philippines seminars and others.

Beth Morales, The Executive & Life Coach

Coach Beth is a Registered Psychologist and a Certified Specialist in Clinical Psychology. She is a sought-after trainer and program creator on all aspects of corporate HR development, having been a top HR and training practitioner for more than 20 years. Coach Beth is a trained Jungian Sandplay Therapist and a trained ADHD Coach. Coach Beth is an Associate Certified Coach (ACC) with the International Coach Federation (ICF), the leading global organization of professional coaches with 22,000 members worldwide. She acquired her Master's Degree in Psychology from the Ateneo de Manila University. Coach Beth crafts programs for Mediablast's clients such as functional skills competency, cross-functional capabilities, learning analytics, leadership development, executive coaching and assessment.

Gladys Aldiosa, The Marketing Guru

Gladys is the Mediablast's foremost expert in marketing. A 30-year veteran in branding and product management for some of the world's biggest brands, she specializes in marketing strategy and market research. Her solid foundation in marketing and sales management brings forth cost-effective marketing plans and winnable strategies. Gladys, who crafts Mediablast's marketing programs across various industries, is a business graduate of the University of the Philippines.

Junjun Fetizanan, The Geek

Junjun is an airplane pilot, a mechanical engineer and a software developer. A CEO of a company that develops transponders and IoT products, he is Mediablast's primary consultant on all aspects of technology. A veteran of many VC pitches, he knows first-hand what clients need for their businesses that will churn them a healthy ROI using cost-effective technologies. Junjun is a mechanical engineering graduate of the San Beda.



Let's Talk

Mediablast services a global clientele through its outsourcing platform. Its business offices are located in the Philippines and the United States.

Mediablast maintains a largely English language clientele. As a cost-effective solution, most projects are done in its offices in Makati City (the Philippines) while overflow virtual work is spread across the country.

Business offices are in Makati City and New York. A satellite business office is in Los Angeles.

CONTACT DETAILS

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