

# PROFESSIONAL CURRICULUM VITAE

## CLARK VINCENT D. BAYOTAS, MA.ED.

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## OPEN RESEARCH AND CONTRIBUTOR (ORCID) NO.

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## SUMMARY OF QUALIFICATIONS

- English Language, Journalism, Literature, Speech, and Research Teacher
- Communications and Promotions Coordinator and Graphic Artist
- Doctor of Education in Leadership Management Student
- Graduate of Master of Arts in Education Major in English Language Teaching
- Graduate of Bachelor of Science in Secondary Education (English)
- Licensed Professional Teacher

## EDUCATIONAL BACKGROUND

### **Doctor of Education in Leadership Management (CHED Scholar)**

Liceo de Cagayan University, Cagayan de Oro City, Philippines  
August 2022 – Present

### **Master of Arts in Education Major in English Language Teaching (University Scholar)**

Liceo de Cagayan University, Cagayan de Oro City, Philippines  
April 2019 – July 2022

### **Bachelor of Science in Secondary Education Major in English (Academic Distinction)**

Liceo de Cagayan University, Cagayan de Oro City, Philippines  
June 2013 – October 2016

### **Bachelor of Science in Mechanical Engineering (Units)**

University of Science and Technology of Southern Philippines, Cagayan de Oro City  
June 2010 – March 2013

### **Cagayan de Oro National High School (8th Honorable Mention)**

8th-2nd St., Nazareth, Cagayan de Oro City, Philippines  
June 2006 – March 2010

## **South City Central School**

6th-21st St., Nazareth, Cagayan de Oro City, Philippines

June 2000 – March 2006

### **WORK EXPOSURES**

#### **1. Envizion Philippines Inc. and RareJob Ph**

##### **CENTER-BASED/HOME-BASED ONLINE ENGLISH TUTOR**

**November 2016 – May 2017**

- Taught English to Japanese students and professionals, focusing on reading, writing, and conversational fluency.
- Developed educational materials such as notes, quizzes, and guided activities for language acquisition.
- Customized lesson delivery to match the learning pace and needs of individual students.
- Monitored and reported student progress through regular assessments and feedback.
- Maintained a conducive online learning environment by managing class dynamics effectively.

#### **2. Liceo de Cagayan University – Junior High School Department**

##### **JUNIOR HIGH SCHOOL TEACHER**

**June 2017 – May 2023**

- Taught English Language, Literature, Campus Journalism, Research, Speech, and Developmental Reading to junior high school students.
- Designed and implemented lesson plans aligned with curriculum standards and student needs.
- Assessed student performance through quizzes, projects, written outputs, and oral presentations.
- Organized and facilitated literary events, press conferences, and other co-curricular activities.
- Collaborated with colleagues on teaching strategies, student interventions, and professional development initiatives.

##### **PROMOTIONS OFFICER**

**June 2017 – December 2020**

- Marketed and promoted the department through effective branding, advertising, and marketing strategies for student recruitment and retention
- Managed the social media account of the department

##### **DISCIPLINE OFFICER**

**November 2018 – March 2019**

- Enforced discipline policies and student handbook provisions for Grade 7 and Grade 8 learners.

- Monitored student behavior and ensured safety, order, and cleanliness within assigned levels.
- Issued late slips, admit passes, and other relevant documentation.
- Supervised student conduct during break times and dismissal periods.
- Coordinated with level prefects and teachers in managing student violations and promoting a positive learning environment.

### **3. Liceo de Cagayan University – School of Teacher Education**

#### **PART-TIME INSTRUCTOR**

June 2018 – 2020

- Taught English Language and Literature subjects to pre-service English language teachers
  - Teaching and Assessment of Literature Studies
  - Campus Journalism
  - Masterpieces of the World Literature
  - Greek Mythology
  - Technical Writing
  - Language Learning Materials Development
  - Contemporary, Popular, and Emergent Literature

### **4. Liceo Communications and Promotions**

#### **DEPARTMENT HEAD/COORDINATOR/GRAPHIC ARTIST**

December 2020 – April 2024

- Marketed and promoted the University through branding, advertising, and marketing
- Standardized communication protocols for internal/external communication
- Formed/facilitated teams for school-to-school campaigns
- Assisted in content generation and editing of university website and social media
- Designed visuals that communicate the University's vision

### **5. Liceo de Cagayan University – College of Arts and Sciences**

#### **CHAIRPERSON, LANGUAGES AND COMMUNICATION DEPARTMENT**

June 2023 – April 2024

- Oversaw the daily operations and academic management of the Languages Department.
- Coordinated faculty assignments, subject offerings, and departmental activities.
- Facilitated academic meetings, planning sessions, and internal evaluations.
- Ensured compliance with university standards and supported continuous improvement initiatives.
- Represented the department in institutional functions and policy discussions.

## **INSTRUCTOR**

- Taught minor and major subjects:
  - Purposive Communication
  - Foundation of Service (NSTP)
  - Business Communication
  - Teaching 1
  - Advertising Principles and Practices
  - Science and Health Communication

## **6. Liceo de Cagayan University – Social Media Office**

### **SOCIAL MEDIA MANAGER**

May 2024 – September 2025

- Managed the university's official social media accounts, ensuring timely, accurate, and engaging content across platforms.
- Planned and implemented monthly content calendars that align with academic schedules, events, and institutional priorities.
- Created graphics, captions, and video content tailored to various target audiences, including students, alumni, and the public.
- Monitored analytics and engagement metrics to optimize reach and improve future campaigns.
- Collaborated with departments, student organizations, and media teams for content sourcing and cross-promotion.

## **7. Expanded Tertiary Education Equivalency and Accreditation Program**

### **ETEEAP LECTURER**

June 2023 – Present

- Teaches Purposive Communication and related academic enhancement modules to ETEEAP candidates, including adult learners majoring in BA Communication and BA Performing Arts.
- Serves as research adviser, guiding candidates through the development and completion of undergraduate thesis or capstone projects.
- Assists in assessing prior learning and work experiences relevant to academic equivalency requirements.
- Designs and delivers flexible, competency-based learning aligned with CHED ETEEAP guidelines.
- Supports candidates in achieving academic outcomes through one-on-one consultations, portfolio validation, and formative assessments.

## **8. Liceo de Cagayan University – Marketing and Communications**

### **DIRECTOR**

October 2024 – Present

- Leads the design and execution of university-wide marketing and communication strategies across print, digital, and on-ground platforms.

- Conducts school-to-school campaigns and promotional activities to support student recruitment and institutional outreach.
- Develops creative content and marketing materials for social media, website, brochures, and other collaterals.
- Coordinates with academic units and external partners to align messaging, branding, and promotions.
- Supervises a creative team handling media production, content strategy, and public relations.

## 9. Liceo de Cagayan University – College of Information Technology

### **PART-TIME INSTRUCTOR**

January 2025 – Present

- Teaches Living in the IT Era subject

### **ELIGIBILITY**

- Licensed Professional Teacher – Professional Regulations Commission

### **SKILLS**

- English Language Instruction
- Academic and Research Advising
- Curriculum and Lesson Design
- Strategic Marketing and Promotions
- Social Media Management
- Graphic Design and Multimedia Production
- Public Speaking and Hosting
- Leadership and Team Supervision
- Policy Implementation and Student Discipline
- Digital and Technical Proficiency

### **SEMINARS/TRAININGS ATTENDED**

1. Rodelsa Lecture Series: An International Conference. Liceo de Cagayan University. February 23, 2025
2. Research Ideation Proposal Write Shop Batch 1. Liceo de Cagayan University. September 26, 2023.
3. MEM Webinar Series: Digital Citizenship Integration in the Classroom. Media Educators of Mindanao. September 23, 2023.
4. Of Logos & Slogans: Unpacking the Art, Science, and Industry Practice of Branding and Graphic Design. Media Educators of Mindanao. August 5, 2023.
5. Research Bootcamp 2023: How to Teach and Conduct Research from Curriculum to Proposal Writing. Liceo de Cagayan University. June 6–9, 2023.
6. Disseminating, Utilizing and Citing a Published Paper by Intended Beneficiaries and Preparing a Paper for Oral and Virtual Research Presentations. Philippine

- Association for Graduate Education (Region 10). December 10, 2022
7. Revising a Paper in Compliance with Peer Reviewers' Instruction. Philippine Association for Graduate Education (Region 10). December 3, 2022
  8. Writing a Publishable Paper from a Thesis or Dissertation. Philippine Association for Graduate Education (Region 10). November 26, 2022
  9. Institutional Strategic Review and Planning Workshop. Liceo de Cagayan University. November 17-18, 2022
  10. Methods of Studying Literature: A Philosophical Approach. The World Literature Webinars. April 13, 2022
  11. Best Practices in Writing Publishable Thesis/Dissertation. International Webinar . March 20, 2022
  12. 2021 In-Service Training (INSET) for Junior High School Teachers. Private Education Assistance Committee (PEAC). March 3-5, 2022
  13. Teaching English Language and Literature for Sustainable Development. The World Literature Webinars. February 26, 2022
  14. 15th NRCP Webinar Series: Online Well-being Development Program for College Students During COVID-19. National Research Council of the Philippines. February 22, 2022
  15. Outcomes-based Curriculum Development for Flexible Learning Utilizing Learning Management System. Liceo de Cagayan University. July 6, 13 and 14, 2020
  16. Technology-Enhanced Learning Modes for the New Normal Webinar. St. Bernadette Publishing House Corporation. May 29, 2020

## **PUBLICATIONS**

1. Effects of Video Recording Platform (Flipgrid) on Second as Second Language Learners' Oral Performance. European Journal of Theoretical and Applied Sciences. 2023
2. Perceived Benefits and Challenges of Communication Internship Programs: Perspectives of BA in Communication Students. ResearchGate. 2023

## **PROFESSIONAL MEMBERSHIPS**

1. Accreditation and Rankings Committee Member. Association of Universities of Asia and the Pacific (AUAP) – 2025 – Present
2. Communication Committee Member. Association of Universities of Asia and the Pacific (AUAP) – 2025 – Present
3. Member. Media Educators of Mindanao (MEM) — 2023
4. Member. Philippine Association of Language Teachers (PALT) — 2023
5. Member. Philippine Association for Teacher Education (PAFTE) — 2017–Present

## SPEAKERSHIPS / FACILITATORSHIP

1. Reorienting the Academics – Communication Protocols. Liceo de Cagayan University. July 9, 2025
2. Career Talk for Senior High School. Liceo de Cagayan University. March 13, 2025
3. Career Guidance among Grade 12 Students. Merry Child School. March 7, 2025
4. Career Guidance Symposium among Grade 12 Students. Agusan National High School. May 19, 2023
5. Career Guidance Orientation. Macasandig National High School. March 31, 2023
6. Campus Journalism in the Post-Pademic. Liceo de Cagayan University – Senior High School (RNP Campus). February 2023
7. College Info Day. Oro Christian School. February 4, 2023
8. Professional Curriculum Vitae – Clark Vincent D. Bayotas
9. Career Orientation Among Grade 11 and 12 Learners. Misamis Oriental General Comprehensive High School. September 29, 2022
10. Career Orientation Among Grade 11 and 12 Learners. Department of Education - Division of Camiguin. June 2022

## REFERENCES

### **Dr. Edgar V. Romero**

Vice President for Human Resources  
Liceo de Cagayan University  
R.N.P. Blvd., Kauswagan, Cagayan de Oro City  
Email: vromero@liceo.edu.ph

### **Dr. Salvador C. Dela Pena III**

Dean, College of Arts and Sciences  
Liceo de Cagayan University  
Contact: +63917-792-7299

### **Dr. Aurora Cindy Agno-Balabat**

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Dean, College of Information Technology  
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I certify that the aforementioned information are true and correct.



**CLARK VINCENT D. BAYOTAS, MAED**