



Carla Tensuan

Freelance writer and communications specialist

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Freelancing Experience

Digital Room (Philippines) Inc. / Editor

MARCH 2022 – PRESENT, MANDALUYONG CITY

- Edits and proofreads emails, product pages, landing pages, and UX copy for spelling, grammar, and fact-checking
- Hones copy to be fresh and enticing to the target audience
- Strengthens brand voices with strict adhesion to style and brand guides

GT Foundation / Freelance Corporate Communications Writer

NOVEMBER 2021 – JANUARY 2022, MAKATI CITY

Co-authored two submissions to the 19th Philippine Quill Awards presented by the International Association of Business Communicators Philippine Secretariat

Expertise.com / Business Profile/Snippet Content Writer

OCTOBER 2021 – PRESENT, LOS ANGELES

- Composes 75 to 85-word profiles about service providers across the United States
- Screens each client's website and social media handles to generate short profiles while following a style guide
- Achieves weekly volume requirements and quality assurance scores

Canva / Business Templates Copywriter (Contractor)

MAY 2021 – PRESENT, MAKATI CITY

- Writes creative copy for business templates related to marketing, brand guidelines, technology, architecture, listings, portfolios, visual charts, pitch decks, keynotes, medical, finance, and advertising
- Brainstorms compelling copy for Facebook, Instagram, YouTube, TikTok, and GoFundMe design templates

Trip101 Pte Ltd / Freelance Blog Writer

JANUARY 2021 – JUNE 2021, SINGAPORE

- Produced more than 30 blog posts on travel destinations, activities, resorts, hotels, and vacation rental properties across the globe
- Wrote a featured article on Tablet hotels in Mexico for the March 2021 writer newsletter

Mosaics Lab / Freelance Blog and Product Description Writer

DECEMBER 2020 – MARCH 2022, TORONTO

- Assembled 20 blog posts on the visual arts, mosaic art, interior design, and home decor
- Formed 200 product descriptions with product names and meta descriptions

KKday / Freelance Blog Writer and Copy Editor

SEPTEMBER 2020 – MARCH 2022, MAKATI CITY

- Pitched and furnished 72 blog posts on Asian travel destinations and related lifestyle topics
- Copy-edited, optimized, and proofread 78 e-commerce product descriptions of tours, activities, and experiences from around the world

TaoCrowd / Partner Blog Writer

SEPTEMBER 2020 – JULY 2021, PASIG CITY

Wrote long-form blog posts, community articles, and marketing copy on North American real estate

Kalibrr / Project-Based Human Resources Content Writer

NOVEMBER 2020 – JANUARY 2021, MAKATI CITY

- Coordinated with the Head of Marketing and Enterprise Partner to conceptualize and create weekly web content on talent and recruitment, employee engagement, and job seeking
- Formed 12 blog posts for both job seekers and employers/recruiters
- Drafted a contribution to the brand's "The HR Guru" column on Rappler
- Formulated a press release on the Founder and CEO's awards and recognitions

Metrobank Foundation, Inc. / Freelance Corporate Communications Writer

NOVEMBER 2020 – DECEMBER 2020, MAKATI CITY

Drafted a submission to the 56th Anvil Awards presented by the Public Relations Society of the Philippines

Work History

P&A Grant Thornton / Marketing & Communications Supervisor

JULY 2019 – AUGUST 2020, MAKATI CITY

- Collaborated with the Marketing & Communications Director and firm leadership in addressing communications requirements
- Led the writing and editing of all communication materials and collaterals
- Conceptualized communications plans

P&A Grant Thornton / Marketing & Communications Senior

AUGUST 2017 – JULY 2019, MAKATI CITY

- Developed and executed corporate communication strategies and campaigns involving digital and content marketing
- Crafted press releases and advertorials for publication in newspapers and news websites
- Outlined and checked 800 to 1,200-word articles on business and leadership

Yuchengco Museum / Information Officer

AUGUST 2007 – AUGUST 2017, MAKATI CITY

- Created and sent marketing emails, such as exhibit opening invitations, exhibit and program announcements, newsletters, and shop updates to an email list of 18,000 subscribers
- Produced and managed content for the website and social media platforms, and monitored activity on social media
- Coordinated media requests, monitored media campaigns, and prepared and distributed press kits

SGV & Co. / Marketing Editor/Writer

MAY 2005 – AUGUST 2007, MAKATI CITY

- Edited and corrected client proposals and presentations, audit management letters, and business letters for grammar and style
- Corresponded weekly e-newsletter articles and thought of creative copy for the firm's employee Liberal Arts Program
- Instructed new hires and associates on the fundamentals of business writing

Team Awards

Philippine Quill Awards 2015 Award of Merit, Communication Skills for Special Events – BenCab in Two Movements

Philippine Quill Awards 2015 Award of Merit, Communication Management for Corporate Social Responsibility – Samsung Culture Connect

Certifications

Content Marketing, September 2021 (HubSpot Academy)

The Fundamentals of Digital Marketing, January 2021 (Google Digital Garage)

Training

How to Create Great Online Content, May 2020 (FutureLearn)

Storytelling for Business, April 2019 (Ateneo Center for Continuing Education)

Writing for Managers, June 2018 (P&A Grant Thornton)

Technical Writing, May 2018 (Ateneo Center for Continuing Education)

Business Writing in the Age of Social Media, July 2017 (Financial Executives Institute of the Philippines)

Education

De La Salle University / Bachelor of Arts in Literature

- Graduated with Honorable Mention and a Gold Medal for Outstanding Undergraduate Thesis, Literature Department
- Achieved the Dean's List for 6 out of 10 trimesters with a Cumulative Grade Point Average of 3.167 out of 4.0