

ALYANNA JOYCE SILVESTRE



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CAREER OVERVIEW

Hello! I'm Yanna, a seasoned professional with eight years of experience in content creation. From metadata writing for ABS-CBN's news and current affairs programs to crafting digital content and taking on the challenge of optimizing AI responses, I'm now excited to push boundaries to turn more words into captivating narratives and bring life to one's vision.

EDUCATION

Bachelor of Arts Major in Communication Arts

University of the East · 2012 - 2016

SKILLS

- Editing and Proofreading
- Research Skills
- Content Management and Maintenance
- Content Creation
- Organization
- Stakeholder Engagement
- Attention to Detail
- Social Media Management
- Time Management
- Content Writing
- Adaptability

WORK EXPERIENCE

Technical Writer (Senior Process Executive)

Cognizant Technology Solutions Inc. · Full-time
Taguig City
August 2024 - Present · 4 mos

- Content Development and Updates:** Create and revise articles to support product launches, address reported issues, and adapt to feedback, product updates, or evolving user needs, while ensuring high-quality, relevant, and accurate documentation.
- Help Center Maintenance:** Oversee and improve the client's Help Center content to ensure accuracy, clarity, and alignment with brand standards.
- Stakeholder Collaboration:** Partner with content strategists, engineers, product managers, and other experts to gather accurate information and produce user-focused content.
- Content Audits:** Conduct detailed reviews to identify gaps, ensure consistency, and optimize the quality of Help Center materials.

Content Writer (Senior Process Executive)

Cognizant Technology Solutions Inc. · Full-time
Quezon City
Apr 2024 - Aug 2024 · 5 mos

- Responsible for monitoring and evaluating AI-generated responses from the client's product to identify areas for enhancement, aiming to uphold AI accuracy, clarity, and quality according to established standards.
- Enhance the readability and relevance of AI responses through rewriting.
- Stay current with ongoing process modifications to support coordination between onshore and offshore colleagues.

Executive Content Writer

Icon Executive Asia · Full-time
Pasig City
Dec 2020 - Apr 2024 · 3 yrs 4 mos

- Excelled in online content creation for Icon Executive Asia, producing diverse materials such as website content, social media posts, news reports, and marketing materials. (contd.)

Executive Content Writer

Icon Executive Asia · Full-time

Pasig City

Dec 2020 - Apr 2024 · 3 yrs 4 mos

- Contributed significantly to event conceptualization for clients and created impactful content related to event management services, including event proposals, pre-event marketing collaterals, event invitations, informational documents, email campaigns, scripts, and post-event summaries.
- Maintained editorial excellence through meticulous editing and proofreading, ensuring a consistent tone and style.
- Facilitated seamless content integration across teams to meet organizational goals.
- Provided ghostwriting support as needed.
- Experienced in using AI to assist in content creation.

Content Writer

Freelance

Feb 2021 - June 2022 · 1 yrs 4 mos

- Developed engaging and informative web content tailored to client needs.
- Provided accurate and timely transcription services for various video content and crafted insightful summaries and educational notes.
- Delivered ghostwriting services for news articles, PR articles, and feature articles on news sites.
- Collaborated with clients to understand their vision and deliver content that met specific requirements within committed timelines.

Metadata Writer

ABS-CBN Corporation · Contract

Quezon City

Nov 2017 - Oct 2020 · 3 yrs

- Provided synopses for ongoing programs within the news and current affairs programming division of ABS-CBN, covering news, documentaries, sports, talk/interview shows, and public affairs programs, to facilitate sharing, archiving, and repurposing of content across diverse channel platforms.

Subsidiaries Catalog Writer

ABS-CBN Corporation · Contract

Quezon City

Jun 2016 - Sep 2017 · 1 yr 4 mos

- Contributed to the metadata development of archived programs under ABS-CBN's subsidiaries, such as Studio 23, Sports, CCM, and ABS-CBN Lingkod Kapamilya Foundation, Inc. (ALKFI), for archiving, search, retrieval, and repurposing.