




ALYANNA JOYCE SILVESTRE

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CAREER OVERVIEW

Hello! I'm Alyanna, a seasoned professional with over 7 years of content creation experience. From metadata writing for ABS-CBN's news and current affairs programs to crafting digital content and managing events, I'm now excited to push boundaries and turn more words into captivating narratives.

WORK EXPERIENCE

Executive Content Writer

Icon Executive Asia · Full-time
Pasig City
Dec 2020 - Present · 3 yrs 2 mos

- Excels in online content creation for Icon Executive Asia, producing diverse materials such as website content and social media posts, news reports, and marketing materials.
- Contributes significantly to event conceptualization for clients and the creation of impactful content related to events management services, including event proposals, pre-event marketing collaterals and event invitations, informational documents, email campaigns, scripts, post-event summaries, and external communications.
- Maintains editorial excellence through meticulous editing and proofreading, ensuring a consistent tone and style.
- Facilitates seamless content integration across teams to meet organizational goals.
- Provides ghostwriting services for PR and feature articles as needed.

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.
- Provided ghostwriting services for news articles, PR articles, and feature articles on news sites.
- Collaborated with clients to understand their vision and deliver content that meets their 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) for the purpose of 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 old 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.

EDUCATION

Bachelor of Arts Major in Communication Arts
University of the East · 2012 - 2016

SKILLS

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