

ANNA TAN, RN

New York, NY 10031 • (480) 828-0043 • annaktan08@gmail.com • linkedin.com/in/annatanwrites • annatan.journoportfolio.com

“Contributing to Organizational Development Through Analytical Thinking, Copywriting, & Clinical Expertise”

Dynamic, self-motivated professional with an in-depth background in content development, digital copywriting, social media management, and online marketing across diverse industries. A savvy problem-solver equipped with high-level integrity, strong attention to detail, and creative thinking skills to deliver exemplary customer services. Adept at communicating effectively and building positive relationships with diverse people. A flexible and organized Registered Nurse with excellent ability to multi-task, work independently or in a group setting, and accomplish multiple competing priorities with accuracy in a deadline-driven environment.

SKILLS HIGHLIGHT

COPYWRITING & MARKETING

- Authored consistent, compelling copy that supports eCommerce marketing strategy by incorporating SEO (Search Engine Optimization) best practices to achieve higher online visibility and increase conversion
- Developed technical documents, advertorials, and new releases that adhered to English grammar rules and source citation
- Coordinated several successful tradeshow, events, and travels by maintaining clear lines of communications on approaching deadlines and relevant updates to guarantee on-time submissions of requirements; created and presented detailed event briefs and travel itineraries to executives and employees

COMMUNICATION & COLLABORATION

- Leveraged excellent verbal communication skills to collaborate with marketing managers and visual teams; developed web content, product brochures, email campaigns, and various promotional materials to achieve business objectives

STRONG ANALYTICAL SKILLS

- Proofread and copyedited a large portion of the company's printed content to ensure consistency and layout of information; provided recommendations to enhance content flow and structure
- Maintained up-to-date knowledge of industry trends through research and analysis for effective copywriting, content creation, and strategy development

LEADERSHIP SKILLS

- Led and coached a team of up to 14 internationally-based, post-graduate writers to guarantee that all articles and content met company standards; provided guidance and mentorship to maximize their research and writing competencies
- Rendered training to newly hired servers on elevated guest relations, product knowledge, sales, and workflow improvement as a Corporate Trainer and Mentor; resulted in enhanced team performance and greater efficiency

PROJECT MANAGEMENT SKILLS

- Pitched potential content and projects relevant to current affairs, consumer trends, and special calendar days in the industry during weekly marketing meetings to engage target audiences

EXCELLENT CLINICAL SKILLS

- Developed suitable health care plans according to patient needs by coordinating with the healthcare team that included medical doctors, dietitians, registered nurses, dialysis technicians, and other support staff
- Provided clerical support, including answering phone calls and maintaining patient database while ensuring proper compliance to all safety protocols to assert the confidentiality of patient information

PROFESSIONAL EXPERIENCE

COPYWRITER & MARKETING ASSISTANT • PEPID, LLC – Phoenix, AZ

July 2018 – July 2019

- Fulfilled a key role in the company's advertising and marketing strategies, including writing the first white paper, designing marketing collaterals, curating and compiling a 300-page Nursing Care Plan Handbook for complementary distribution to nurse clientele, and coordinating events; saved the company at least 30% in overall trade show costs

SOCIAL MEDIA COORDINATOR • Copper Blues Rock Pub & Kitchen – Phoenix, AZ

October 2016 – May 2018

- Worked in coordination with the management to develop a more consistent look, distinct voice, and collaborative schedule for social media posts; created original content, from visuals to copy, aiming to establish a robust online presence of the company; promoted to Corporate Trainer position for demonstrating leadership and exemplary performance

FREELANCE COPYWRITER (Remote) • Your Care Everywhere, LLC – Franklin, TN

April 2016 – January 2018

- Conceptualized, drafted, and submitted 800-word blog posts on a regular basis that cover the latest nutrition and fitness advances and trends; effectively communicated a consistent message to various audiences, enhancing engagement

FREELANCE COPYWRITER (Remote) • Semify (Formerly HubShout, LLC) – Rochester, NY

November 2015 – February 2016

- Applied strong familiarity with Search Engine Optimization (SEO) to deliver at least 5 blog posts daily on different topics and tones targeting a wide range of audiences; contributed to successfully promoting company brand that attracted more customers

CONTRIBUTING EDITOR (Remote) • BioNews Services, LLC – Pensacola, FL

March 2013 – October 2015

- Pitched and developed 5 to 6 new articles daily regarding the different disease, pharmacology, and biotechnology updates from across the globe; provided recommendations for improvements and conducted a systematic review to ensure all articles were creative and free of grammatical errors and plagiarism

STAFF NURSE, HEMODIALYSIS • Capitol Medical Center – Quezon City, PH

Mar 2013 – March 2014

- Furnished high-quality patient care in a 300-bed capacity hospital in collaboration with cross-functional healthcare teams; worked in an outpatient clinic, performing patient assessments, reviewing dialysis orders and lab works, maintaining organized patient charts, verifying patient compliance to dietary or medication regime, and providing education to patients and families; ascertained patient needs were consistently addressed in a timely and accurate manner

SOCIAL MEDIA MANAGER (Remote) • RCN Online Marketing, LLC – Delaware, PA

August 2011 – Dec 2011

- Managed the social media initiatives of multiple retail companies by administrating scheduled Facebook and Twitter posts, providing unique written content and product description for corporate blogs, and creating video content; aided in boosting brand awareness, improving marketing efforts, optimizing operations, and driving sales

LICENSES & CERTIFICATION

Certified Permanent Makeup Artist | March 2020

Permanent Makeup Academy Philippines – Makati, Philippines

Certified Microneedling Therapist | March 2020

Permanent Makeup Academy Philippines – Makati, Philippines

Certified CPR-BLS Provider | May 2019

EMS University – Tempe, AZ

Certified Nutrition & Wellness Consultant | January 2014

Association of Fitness Professionals of America – Ship Bottom, NJ

Registered Nurse (State of New York) | April 2013

New York State Office of the Professions – New York, NY

Registered Nurse (Philippines) | July 2011

Professional Regulation Commission – Manila, Philippines

EDUCATION

Bachelor of Science in Nursing (GPA: 3.14) | March 2011

University of Santo Tomas – Manila, Philippines

Achievements: Dean's List (2008 – 2009)

TECHNICAL SKILLS

Slack, Telegram, WordPress, Buffer, Meet Edgar, Hootsuite, Jira, Monday, OneDrive, Dropbox, Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro), Final Cut Pro, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)