



ANNA TAN

COPYWRITER SOCIAL MEDIA STRATEGIST

Anna is a versatile creative & digital copywriter, and registered nurse. She has work appearing or forthcoming in several venues, including MedHost's *Your Care Everywhere*, *Copper Blues Rock Pub & Kitchen* and *PEPID*.

A savvy problem-solver with a keen eye for design and detail, Anna's background in social media management, healthcare and IT content marketing, television and client relations make her a dynamite addition to any structured project in search of a dash of panache.

CONTACT

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EDUCATION

BACHELOR OF SCIENCE,
NURSING

University of Santo Tomas

2007-2011

SKILLS

Creative & Digital Copywriting

Social Media Strategy

Graphic Design

Photography & Videography

Letter & Speech Ghostwriting

Healthcare Writing

PR & Public Speaking

Event & Travel Planning

PORTFOLIO



ANNA-WRITES.COM

EXPERIENCE

COPYWRITER & MARKETING ASSISTANT

PEPID, LLC | JUL 2018 - JUL 2019

- Pitched and developed client-centered copy and well-researched content for both digital and print communications, including branded social media posts
- Led majority of PEPID's copy revamping efforts during a total website overhaul and restructuring on Wordpress, which needed punchier headlines, tighter blurbs and more user-focused product descriptions

SOCIAL MEDIA MANAGEMENT & CORPORATE TRAINER

COPPER BLUES ROCK PUB & KITCHEN | OCT 2016 - MAY 2018

- Played a key role in overhauling and boosting social media presence, content and style.
- Recognized for creativity, attention to detail, excellent interpersonal skills, and strong ability to learn and teach.

WRITER, EDITOR & CONTENT CREATOR

YOUR CARE EVERYWHERE, LLC | MAY 2016 - JAN 2018

- Regular submission of 800-word blog posts that cover basic concepts, must-knows, and recent nutrition and fitness updates and trends.

HUBSHOUT, LLC | NOV 2015 - FEB 2016

- Efficient, reliable creation of at least 5 blog posts daily on a wide range of topics, and according to clients' specifications of style, tone, and reader demographic.

BIONEWS SERVICES, LLC | MAR 2014 - OCT 2015

- Proficiently wrote 5 to 6 news articles daily on a wide variety of diseases and biotechnology updates in the United States, European Union, and Asia.
- Directly supervised an editorial team of 14 internationally-based, post-graduate writers in daily news aggregation and publication.

RCN ONLINE MARKETING, LLC | AUG 2011 - MAR 2013

- Effectively managed several retail companies' scheduled Facebook and Twitter posts
- Provided stylized and unique written content and product descriptions on corporate blogs.
- Wrote, shot, directed, and edited short newscast style video content for UNIEA Corp., a gadget accessories company.

ABS-CBN BROADCASTING CORP. | DEC 2012 - JAN 2013

- Appeared on nationwide TV to film and creatively host "CGE TV In Da Loop", the Philippines' first online video portal that allows users to upload videos and get televised.
- Hosted corporate and public events, produced online promotional content for sponsorships

STAFF NURSE, HEMODIALYSIS

CAPITOL MEDICAL CENTER | MAY 2013 - MAR 2014

- Performed all duties of a registered nurse, including daily monitoring, administering therapy, maintaining patient treatment records, and consulting with physicians in caring for and educating patients with diabetes, hypertension, and kidney disease.