

JACQUELINE ROCHELLE A. SALIPANDE

WRITER

📞 0917 2413783/0969 619 7765

📍 86 Narra Street Project 3, Q.C. 1102

✉ jackie.agatep@gmail.com

PROFILE

Extensive experience in writing and editing. Writes topics from lifestyle to education for various publications and social media platforms.

EDUCATION

BACHELOR OF SCIENCE COMMUNITY NUTRITION

University of the Philippines Diliman
1997-2001

CORE COMPETENCIES

- Writing, Copywriting experience
- Collaboration
- Adaptability
- Familiar with digital marketing and design tools
- Computer Literacy
- Social Media Management
- Problem-Solving

EXPERIENCES

WORLD CITI GROUP

Role: Marketing Communications Officer

Period: October 2018 - August 2022

DANE PUBLISHING CO.

Role: Editorial Assistant

Period: March to June 2015

MOD MAGAZINE

Function: Editorial Assistant

Period: July 2006 to October 2013

WRITER/SOCIAL MEDIA MANAGER

Role: Freelance

Period: March 2005 to present

PROFESSIONAL SUMMARY AND SKILLS

- Experience in feature writing, editing, copywriting, and copyediting
- Basic working knowledge of Canva and various social media platforms
- With working knowledge of Microsoft office, data entry, Internet; with basic understanding of Photoshop and InDesign; working knowledge of Google Drive, Docs, Spreadsheets, and Forms; word processing, e-mail management
- Quickly adapted our marketing approach for Meta ads to improve FB followers in under a year, adapted writing to copywriting to handle social media content and its ads
- Collaborated with various business unit teams to improve its website, social media content, publicity
- Helped develop ideas for social media promotional content and use Canva for simple layout and video
- Manage and track project budgets to ensure effective deployment and spend in line with budget
- Ensure quality of Marketing and Creative briefs
- Dedicatedly pitch new ideas to solve business challenges

ADDITIONAL WORK EXPERIENCE

2013-2014

Administrative Manager Zeunk Trading

Responsibilities include, but are not limited to:

- Administrative and ad hoc duties
 - liaises with clients for company's projects and programs
 - Meets with prospective clients for product introduction
- Writes and edits content for product packaging and product profiles; organizes and prepares content for social online site such as Facebook

2003-2004

Shift Manager The French Baker

My role involved overseeing day-to-day operations of store and non-management associates and supervise shifts and maintain the company standards of quality and service.

2002 - 2003

Nutritionist-Dietitian Quirino Memorial Medical Center

My role involved creating diet plans for patients, assist in food service preparation and dishing out, plan menus, a test and adjust recipes, and counseling outpatients.

EDUCATION (CONT)

1996 - 1997

BS Nursing
Univesity of Santo Tomas

1992-1996

High School
Miriam College High School

LICENSE

1996 - 1997

Registration Number: 0011351

Registered Nutritionist-
Dietitian

PERSONAL

Married

Children: 2

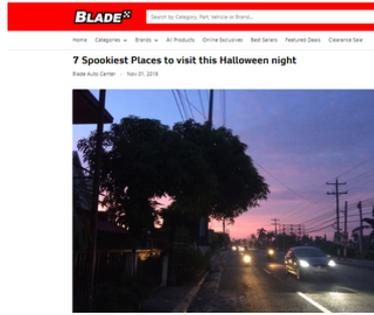
REFERENCES

Will provide upon request

Writing/Editing



- [MOD Magazine](#)
[Sample works](#)



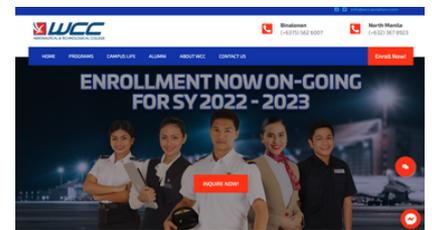
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- [blade.ph/blogs/news/a-haunted-metro-manila-crawl-7-places-to-spookiest-places-to-visit-this-halloween-night](#)



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Content Writing & Copywriting



- www.worldcitiemedicalcenter.com
- www.worldciti.edu.ph
- www.wccaviation.com

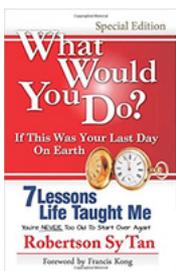


Social Media Management

- fb.com/wccaviationcompany
- fb.com/wccatcnorthmanila
- instagram.com/wcc_atc
- tiktok.com/@wccatcoffical
- fb.com/BladeAutoCenter



Ghostwriting



- [What Would You Do? If This Was Your Last Day On Earth: 7 Lessons Life Taught Me](#)