

MARIA ANA L. ESTERNON

#37 Kamias Road, Brgy. Pinyahan,
Diliman, Quezon City, Philippines
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PERSONAL PARTICULARS

Age: 42
Birthdate: September 29, 1980
Gender: Female

Nationality: Filipino
Languages: English; Filipino
Marital Status: Single

WORKING EXPERIENCE

As a journalist, my name can be searched online as "Ann Esternon"

June 2022 to present

Hayag News Publishing Services, publisher of Bilibb, an online Filipino lifestyle magazine

EDITOR

- Writing, translating, editing news / lifestyle articles

February 2019 - April 2022

PeryodikoFilipino, Inc., publisher of **Saksi Ngayon** newspaper (Filipino medium)
#85 Unit F, Scout Rallos Street, Barangay Sacred Heart, Diliman, Quezon City

ADVERTISING EDITOR (January 2020 - April 2022)

- Managing and editing ads and ad materials for online and print issue
- Coordinating with Editorial department for ads specifications related to current news
- Layouting and designing for ad artwork completion

LIFESTYLE AND NEWS EDITOR (February 2019-January 2020)

- Writing and editing news and lifestyle stories everyday for online and print issue including translations from English to Filipino; topics from lifestyle to legal matters
 - * Writing and editing news focus on current events - national, local and international information.
 - * Writing and editing lifestyle articles focus on general wellness and medical topics (mental health including comprehensive depression counseling and psychology approaches, stress management, personal growth, and others), fashion, beauty, money and finances, relationship and career advice, travel, music and more
 - Covering mostly lifestyle events
 - Field reporting
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December 2004 - October 2017

Monica Publishing Corporation, publisher of daily newspapers **ABANTE** and **ABANTE TONITE** (Filipino medium)
#8272 Dr. A. Santos Avenue cor. Vitalez Compound, Brgy. San Isidro Sucat, Parañaque City

WEBSITE EDITOR

- Managing two online national newspapers
- Gathering information from different locations or social media platforms and creating and posting stories on websites
- Planning, editing, selecting, reviewing and revising materials for online publication
- Editing contents from print to online edition

- Reviewing and modifying website contents - Developing or updating stories on time online
- Checking and updating online photos used for articles or news stories - Checking for accuracy, content, and grammatical errors - Checking online traffic and readership
- Assigning reporters, photographers to cover notable incidents in their news coverage areas
- Coordinating with advertising department to reach our goals of brand awareness, leads, and sales
- Also gathering news and other information (for lifestyle category) through field reporting or media coverage like press conferences, concerts, festivals or travel and tours, and other events

SOCIAL MEDIA EDITOR

- Managing social media pages like Twitter and Facebook informing our readers about news and other information to improve the site's traffic and readership
- Doing hands-on reporting or breaking news, and checking accuracy of information being shared online
- Have to be on the lookout for what's working and what people are talking about and are interested in
- Creating teasers or hash tags that is driving the conversation online – or will be driving it a few minutes from now

LIFESTYLE EDITOR

- Writing and editing news and lifestyle stories everyday for online and print issue including translations from English to Filipino (or Tagalog); topics from lifestyle to legal matters
- * Writing and editing news focus on current events - national, local and international information.
- * Writing and editing lifestyle articles focus on general wellness and medical topics (mental health including comprehensive depression counseling and psychology approaches, stress management, personal growth, and others), fashion, beauty, money and finances, relationship and career advice, travel, music and more.
- Field reporting, gathering information related to lifestyle
- Communicating with people connected mostly to arts

PROOFREADER

- Proofreading and editing assigned pages including ad contents in newspapers

EDUCATIONAL ATTAINMENT

*Tertiary
 Bachelor of Science in Journalism
 Lyceum of the Philippines Intramuros, Manila
 1998-2002

*Primary
 Liceo de San Pedro
 San Pedro, Laguna
 1987-1990

*Secondary
 Holy Infant Academy
 Lakeview, Brgy. Putatan, Muntinlupa City
 1994-1998

Holy Infant Academy
 Lakeview, Brgy. Putatan,
 Muntinlupa City
 1990-1994

SKILLS AND ABILITIES

- * Computer literate
- * Internet Savvy
- * Adobe InDesign - Layouting for print issue
- * Adobe Photoshop - Editing

- * Field Reporting - Media and other events coverage
- * News gathering, creating
- * Translating articles (English - Tagalog)
- * Proofreading, Editing

PERSONAL REFERENCES

* Merquejames Episcope, Board of Editor
 Abante and Abante Tonite
 09178263129

* Randy Hagos, Board of Editor
 Abante and Abante Tonite
 0929604589

* Leonora Lumbao, Former Electronic Data
 Processing Supervisor at Abante and Abante Tonite
 09215555743