


# ANN THERESE JORDAN

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## Work Experience

### **Virtual Assistant (Sales and Support Associate)**

Remote CoWorker

*February 2023 to date*

- Worked for US-based client in developing a business plan and operations plan to start his online booking platform
- Manages ecommerce website operations of US-based office equipment and repairs company and provides support to its clients through emails, inbound and outbound calls
- Minimal bookkeeping tasks

### **Communications Assistant/Writer**

Positive Youth Development Network, Inc.

*September 2020-December 2021 (1 year, 4 months)*

- Achieved a 32% increase in social media followers by developing engaging content strategies
- Secured more than 40+ youth organizations and councils in the country as partners and volunteers in youth-related events led by the organization, such as Youth Hour and World Suicide Prevention Day
- Increased partnership database and improved public relations through weekly releases of newsletters, management of internship and training programs, and youth development-related virtual programs

### **Writer**

Young House Heroes Initiative - Positive Youth Development Network

*September 2020 to December 2020 (4 months)*

- Written six human interest stories about volunteers and their beneficiaries of Young House Heroes Initiative, a youth initiative that addressed issues such as mental health, disinformation and education arising from the COVID-19 pandemic, which were then forwarded to partners such as Unilab Foundation, UNICEF Philippines, and serves as proof and documentation of the program's impact

### **Writer**

Young Heroes Initiative - High Five - Positive Youth Development Network

*September 2020 to December 2020 (4 months)*

- Reached almost 3 million of social media users through relevant and engaging content strategies for Young Heroes Initiative-High Five, a platform for kids aged 10-17 years old to tackle challenging issues surrounding HIV and AIDS awareness, prevention and control in their communities
- Published 6 case studies about 6 teams of adolescents who successfully implemented their innovative projects and ideas, shared to partners such as Council for the Welfare of Children, UNICEF Philippines, among others
- Produced 2 human interest story documentaries, featuring stories about adolescent participants of the program and their parents

## **Intern**

SyCip Gorres Velayo and Company

July- August 2022

- Assist associates and communicate tax updates with the cluster associates and clients
- Answer tax queries from clients and regularly update them with recent tax updates relevant to their business

## **Relevant Skills**

- Digital Marketing
- Excellent Writing Communication Skills
- Basics of SEO
- Report and Social Media Content Writing
- Partner and Public Relations
- Strong Research Skills
- Critical and Creative Thinking
- Copy and Online Editing
- Journalism
- Accounting and Bookkeeping

## **Technical Skills**

- Web Content Writing
- Basics of SEO
- QuickBooks Online and Desktop Applications
- Zoho Books
- Wordpress and Wix website builders
- Google Analytics and Meta Business Suite
- Qualtrics Survey
- Microsoft Applications
- Google Suite Applications
- Canva Design
- Basics of Photoshop
- Basics of Filmora
- Mailchimp
- AI-assisted writing (Frase.io, Grammarly)

## **Education History**

### **Bachelor of Science in Accountancy**

University of the Philippines Visayas

### **Senior High School - Accountancy, Business and Management Track**

UP High School in Iloilo

### **Junior High School - Science, Technology and Engineering**

Pototan National Comprehensive High School

- With Honors
- Editor-in-Chief, The Horizon
- Journalist of the Year
- Girl Scout of the Year
- Best in English
- Best in Filipino

## Volunteer Work

### **Content Creator and Editor**

Project Manoy

2020

- *Provided and edited content and materials published online and offline for Project Manoy, a COVID-19 initiative of Pototanon youth leaders to address rising issues in education, disinformation and health services due to the pandemic*

### **Program Coordinator**

PNCHS Breaks The Silence

2018

- *Organized PNCHS Breaks The Silence with Break The Silence, a campaign project for mental health, and UPV Psychological Health Services Unit*
- *Taught 300+ students on how to do psychological first aid*

### **Peer Helper**

PNCHS #TEENBayan

2013-2016

- *Organized events intended for youth development and advocacies such as mental health, active lifestyle, career choices and personal development*

## Leadership Experience and Affiliations

### **Editor-in-Chief**

2019-2021

The Accounts, Official Student Publication of UPV College of Management

### **Co-Founder**

2021

One Western Visayas Youth Coalition

### **VP For Sponsorships**

2019-2020

National Federation of Junior Philippine Institute of Accountants-Region VI

### **Consul General**

2021-2022

UPV Junior Philippine Institute of Accountants

### **Secretary General**

2019-2020

College Editors Guild of the Philippines-Panay

### **Member/Performer**

2018-2023

UPV Verseculo Senti (A Spoken Poetry Society)

## Awards and Recognition

### **Champion**

Taxation Case Study  
*18th Regional Midyear Convention*  
2023

### **Champion**

Auditing Case Study  
*2nd National Audit Convention*  
2023

### **Champion**

Auditing Case Study  
*17th Regional Midyear Convention*  
2021

### **Champion**

Auditing Case Study  
*16th Regional Mid-Year Convention*  
2020

### **Champion**

*Business Leaders Summit 4.0, Senior High*  
*School Category*  
2018

### **Best Documentary and Short Film**

Script for "Mayim"  
*Karagatanghalan 2021*