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Esther de la Cruz
Managing Editor at Vietnam Tourism Advisory Board (TAB)

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- 3rd degree connection3rd

Managing Editor at Vietnam Tourism Advisory Board (TAB)

- Vietnam
- 500+ connections
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- [Vietnam Tourism Advisory Board \(TAB\)](#)
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[Managing Editor, Travel Writer, Digital Editor, Creative Director and Digital Marketing Manager roles](#)

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About

As a Swiss-Filipina writer and editor specialising in travel, over the past 10 years I've told the stories of some of Southeast Asia's most compelling destinations and leading hotels through finely tuned copy, press releases, and articles.

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Activity

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[Esther replied to a comment](#)



[Glad you like it.](#)

[Esther replied to a comment](#)



[Just a fun reminder of how interesting Vietnam's cities can be. More urban culture for travellers here: \[https://lnkd.in/ggK8d_U\]\(https://lnkd.in/ggK8d_U\)](#)

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Experience



-

Managing Editor

[Company Name](#)

[Vietnam Tourism Advisory Board \(TAB\)](#)

Dates Employed Jun 2017 – Present

Employment Duration 3 yrs 11 mos

Location Hanoi, Vietnam

Vietnam.travel is the country's official tourism portal for international travellers. The site is funded and managed by Vietnam's Tourism Advisory Board (TAB), in close collaboration with the Vietnam National Administration of Tourism (VNAT). Vietnam.travel offers inspirational and informational content, as well as striking, high-quality videos, 360-degree tours and downloadable materials to enable travellers to plan memorable holidays in Vietnam.



-

Founder

[Company Name](#)

[SimplyPhilippines](#)

Dates Employed Jul 2014 – Present

Employment Duration 6 yrs 10 mos

[Location Philippines](#)

SimplyPhilippines is the country's first online platform dedicated entirely to sustainable travel and eco-tourism. Through curated guides, inspiring features and insightful stories, SimplyPhilippines enables travelers to see one of the world's top tropical destinations in a way that respects the environment and benefits local communities.

www.simplyphilippines.net ... [see more](#)

•

[Head Copywriter](#)

[Company Name](#)

[HotelQuickly Full-time](#)

[Dates Employed Aug 2015 – Jul 2016](#)

[Employment Duration 1 yr](#)

[Location Bangkok City, Thailand](#)

HotelQuickly was a last-minute hotel booking app available in 16 Asian countries. As head of copy, I worked closely with social media and marketing managers in each region to create relevant content and promote the app through online channels. I also strongly supported the app's developers to draft in-app copy for new features, and was part of the team that led the company's rebranding in 2017. ... [see more](#)



•

[PR Specialist](#)

[Company Name](#)

[Balcony Media Group](#)

[Dates Employed Jun 2012 – Jun 2014](#)

[Employment Duration 2 yrs 1 mo](#)

[Location Ho Chi Minh City, Vietnam](#)

Public relations specialist with Balcony Media Group, representing a number of the region's most-awarded five-star hotels and resorts to international travel media. Areas of responsibility included drafting press releases, writing copy for websites, facilitating visits from media, assistance on press trips and social media management.



PR Specialist

Company Name

Mandarin Digital Media

Dates Employed Apr 2011 – Jun 2012

Employment Duration 1 yr 3 mos

Location Ho Chi Minh City, Vietnam

Public and media relations specialist at Mandarin Media, an integrated communications agency providing media-marketing services, including traditional and digital content creation, for clients in the golf, tourism, hospitality and corporate sectors.

Education



University of Santo Tomas

Degree Name BA Honors

Field Of Study Journalism

Grade Top of Journalism Batch 2010

Dates attended or expected graduation 2006 – 2010

Activities and Societies: Thomasian Writers Guild, UST Journalism Society

Magna Cum Laude, UST Journalism

Skills & endorsements

1. [Public Relations](#)

[See 25 endorsements for Public Relations 25](#)



[Endorsed by 2 of Esther's colleagues at Balcony Media Group](#)

2. [Copywriting](#)

[See 20 endorsements for Copywriting 20](#)

- [Victor Arnau and 19 connections have given endorsements for this skill](#)

3. [Journalism](#)

[See 20 endorsements for Journalism 20](#)

- [Victor Arnau and 19 connections have given endorsements for this skill](#)

Industry Knowledge

1. [Social Media](#)

[See 13 endorsements for Social Media 13](#)

2. [Media Relations](#)

[See 7 endorsements for Media Relations 7](#)

3. [Corporate Communications](#)

[See 6 endorsements for Corporate Communications 6](#)

4. [Event Management](#)

[See 5 endorsements for Event Management 5](#)

5. [Copy Editing](#)

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6. [Press Releases](#)

[See 4 endorsements for Press Releases 4](#)

7. [Magazines](#)

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8. [Newspapers](#)

[See 3 endorsements for Newspapers 3](#)

9. [Advertising](#)

[See 3 endorsements for Advertising 3](#)

10. [Social Media Marketing](#)

[See 2 endorsements for Social Media Marketing 2](#)

11. [Editing](#)

[See 2 endorsements for Editing 2](#)

12. [Publications](#)

[See 1 endorsement for Publications 1](#)

13. [Marketing Strategy](#)

[See 1 endorsement for Marketing Strategy 1](#)

14. [Marketing](#)

[See 1 endorsement for Marketing 1](#)

15. [Blogging](#)

[See 1 endorsement for Blogging 1](#)

16. [Writing](#)

[See 1 endorsement for Writing 1](#)

Interpersonal Skills

1. [Storytelling](#)

[See 7 endorsements for Storytelling 7](#)

Other Skills

1. [Editorial](#)

[See 9 endorsements for Editorial 9](#)

2. [Marketing Communications](#)

Show less Show only Esther's featured skills ^

Recommendations

Received (4)

Given (3)



[Lan Hué](#)

[Literary Translator \(Freelance\)](#)

[August 18, 2016, Esther worked with Lan in the same group](#)

I worked with Esther de la Cruz when she was a PR specialist at Balcony Media Group. She's one of the best travel and hotel writers/PR specialists that I have had a chance to collaborate with. The press releases she wrote looked and sounded more like an article than just a promotional release so even the busi

...

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[Hal Phillips](#)

[managing director at Mandarin Media](#)

[August 16, 2016, Hal managed Esther directly](#)

Esther consistently demonstrated the ability to work closely with a wide array of journalists in the service of better promoting a diverse collection of Mandarin Media clients. It was always my impression that she accomplished this by knowing exactly what those journalists needed in order to write their stories

...

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Accomplishments

Esther has 2 languages 2

Languages



- English
- Thai

Interests



•

[Tahiti Tourisme](#)

[6,289 followers](#)



•

[Gretchen Rubin](#) 

[Bestselling writer about habits and happiness at gretchenrubin.com](#)

[2,959,559 followers](#)



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[Founder at Deepak Chopra LLC](#)

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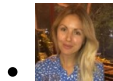
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[Head of Partnerships at Vietnam Tourism Advisory Board \(TAB\)](#)

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[Literary Translator \(Freelance\)](#)

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[Chi Nguyen 3rd degree connection 3rd](#)

[Social Media Manager at Vietnam Tourism Advisory Board \(TAB\)](#)

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[Hien Tran {distance} {distance}](#)

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[Nguyen Dinh Dat](#) {:distance} {:distance}

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