

# Samuel Caezar S. Porcalla

---

1557 Burbank corner St. Jude Streets,  
Brookside Hills Subdivision  
Cainta, Rizal 1900 Philippines  
Mobile: (63-919) 417-2448 © Home: (63-2) 655-6371  
Email: [tuskegeeblue@yahoo.com](mailto:tuskegeeblue@yahoo.com)



## **QUALIFICATION**

This representation is a results-oriented, highly motivated, well-organized writer and translator. With an aggregate of 15 years experience as a journalist, translator and editor; eight years as an advertising and promotions director of an events agency; three years as a government spokesperson; a summative two years as executive director of an information bureau; a freelance PR practitioner and part-time media consultant, he positively has a solid background in print, broadcast and other multi-media disciplines—with a strong background in marketing and advertising. Having been exposed to the corporate field, his experience in media and corporate communications has helped him develop and implement applied communication strategies utilizing both traditional and non-conventional media disciplines. He is a well-versed communications practitioner of solid objective-driven management and organizational skills. Moreover, he has an in-depth knowledge of the media having covered key industries such as tourism, shipping, business, motoring, IT, and government.

## **AREAS OF STRENGTH**

- A native Filipino/Tagalog speaker who is well-experienced in writing, translation and editing;
- Proficient in translation from English to Filipino, Tagalog, Bicol and other Philippine dialects;
- With a minimum of 10 years of aggregate translation experience;
- Has the ability to translate texts that are highly-technical;
- Puts a high premium in delivering quality translations;
- Respects deadlines;
- Exceptionally focused and with a keen eye to details;
- Experienced in Filipino/Tagalog localization in websites, brochures, software manuals, etc.
- Translated documents particularly in the fields of IT, Advertising and Marketing, Public Relations, Government Communications, Law, Medicine, Public Health, Trade and Business, Engineering and other technical and general topics;
- Active in script writing and sub-titling;
- Active in comics and context-measured translations

### **LANGUAGE COMBINATIONS** (for translation)

LANGUAGE FROM	LANGUAGE TO
English	Filipino/Tagalog
English	Cebuano
English	Bicol
English	Iloko/Ilocano

### **AREAS OF SPECIALIZATION** (for translation)

General topics/Subtitling/Scripts	Medicine/Pharmaceutical/Health-related
Social Welfare	Software/IT/Technical/Engineering
Legal/Labor/Law	Automotive/Shipping/Travel
Public Relations/Media/Advertising	Literature/Comics

### **PARTIAL LIST OF PROJECTS THAT HAVE BEEN CARRIED OUT BASED ON EACH AREA OF SPECIALISATION MENTIONED ABOVE INCLUDING THE NUMBER OF WORDS TRANSLATED:**

SPECIALIZATION	PROJECT DESCRIPTION	TOTAL WORDS
<b>1. Legal</b> (Filipino/Tagalog)	• Comprehensive paid-time off policy of a Fortune 500 company, and other labor-related policies, memos and manual	<b>15,000</b>
	• Court transcription and translation from Tagalog to English	<b>50,000</b>
	• Court transcription and translation from Cebuano to English	<b>20,000</b>
	• Incubus transcription for a legal interview translated from Filipino to English	<b>12,000</b>
	• Memos, letter, general legal documents	<b>8,000</b>
<b>2. Subtitling/Scripts</b> (Tag/Cebuano)	• Instructional media/audio-visual script for Filipino audiences based in the US, Hong Kong and other Asian Cities	<b>8,000</b>
	• Cebuano instructional media/audio-visual script for out-patients with special medical needs	<b>6,500</b>
	• Tagalog subtitle for a short American period film	<b>12,000</b>

<b>2. Subtitling/Scripts</b> (Tag/Cebuano)	• Instructional media/audio-visual script for Filipino audiences based in the US, Hong Kong and other Asian Cities	<b>8,000</b>
	• Cebuano instructional media/audio-visual script for out-patients with special medical needs	<b>6,500</b>
	• Tagalog subtitle for a short American period film	<b>12,000</b>
	• English subtitling for a Filipino movie for DVD formatting	<b>10,000</b>
	• Short film script for a Filipino Indie producer	<b>4,700</b>
<b>3. Automotive/Technical</b> (Fil/Tagalog)	• Vehicle service survey form for Filipino customers in the US	<b>1,200</b>
	• Feature article translated from Tagalog to English	<b>2,600</b>
	• User's manual for a power tool	<b>3,600</b>
<b>4. Medicine/Health</b> (Tagalog/Cebuano)	• Letters of memorandum, official forms and instructional materials for an oncology department under the US Department of Health	<b>12,000</b>
	• Posters and other printed collaterals for a pharmaceutical company	<b>3,000</b>
<b>5. Social Welfare</b> (Filipino/Tagalog)	• Letters, memos and templates for computer-generated letter responses (autoresponders) for a US government social welfare bureau	<b>6,500</b>
	• Application forms for a state hospital in the US (Tagalog)	<b>2,600</b>
	• Application form and other legal documents for custody/welfare under a US government agency	<b>3,400</b>
<b>6. Public Relations/Advertising/IT</b>	• Daily press releases and press statements from Tagalog to English, as a regular media staple of an elected member of the Philippine House of Representatives	<b>8,000</b> <b>(monthly output)</b>
	• Website content with Tagalog localization requirement	<b>1,200</b>

- **Daily output for translation:** 2,500 words per day (average)
- **Hourly output for proofreading:** 6 pages per hour (average)

## **REFERENCES**

Contact Name/Title	Company Name	Email Address	Tel No
<b>Kamran Nadeem</b>	Indus Translations	kamrannadeem1@gmail.com	+1-201-417-2179
<b>Tony Liu</b>	Transpool	insightliu@gmail.com	(8610) 6868 5160
<b>Winnie Suen</b>	e-Translator	winnie@e-translator.net	(852)-2721 3200

## **SOFTWARE**

PACKAGES	VERSION
MS Office 2004	Word: Mac 2004
InDesign (Mac OS X)	Adobe Creative Suite 3.0
Trados Freelance (Windows XP)	6.5
WordFast (Mac OS X)	5.0

## **PROFESSIONAL EXPERIENCE**

### **SENIOR WRITER and TRANSLATOR** (June 2004 to present)

#### **KYRENE INTEGRATED COMMUNICATIONS BUREAU**

Better Living Subdivision, Paranaque City

- Writes and edits news and feature articles
- Translates, edits and proofreads language pairs in English>Filipino/Tagalog, English>Cebuano/Bisaya, English>Bicol, English>Ilocano and vice-versa;

### **SENIOR EDITOR** (May 2006 to October 2006)

#### **CHARTER CHANGE ADVOCACY COMMISSION (ADCOM), Office of the President**

Ortigas Complex, Pasig City

- Discusses top stories of the day with Editor-in-Chief prior to daily news conferences and weekly editorial meetings;
- Assigns news stories and guides writers which slant/spin to take;
- Copyedits news reports and feature articles (both in English and Filipino/Tagalog);
- Consults with Commissioners relative to events to be covered.

**NEWS EDITOR** (December 2003 to October 2004)**TANOD PUBLISHING INCORPORATED**

G/F Great Wall Bldg., 136 Yakal Street, Makati City

- Calls regular staff meeting; writes daily the paper's editorial;
- Discusses top stories of the day with editor-in-chief prior to daily news conferences and weekly editorial meetings;
- Assigns news stories and guides reporters which slant/spin to take;
- Copyedits news reports and feature articles (both in English and Filipino/Tagalog);
- Consults with photo editor relative to events to be covered;
- Checks the paper prior to print productions; shares duties and responsibilities with the editor-in-chief.

**NEWS EDITOR/ASSOCIATE EDITOR** (August 1998 to December 2002)**JOURNAL GROUP OF PUBLICATIONS**

(Publisher of People's Journal, People's Tonight, Women's & Taliba)

PJI Bldg., Railroad cor. 19th & 20th Streets, Port Area, Manila

- Discusses top stories of the day with managing editor prior to daily news conferences and weekly editorial meetings;
- Assigns news stories and guides reporters which slant/spin to take;
- Copy edits news reports and feature articles (both in English and Filipino/Tagalog);
- Consults with photo editor relative to events to be covered.

**EDUCATION/AFFILIATION**

College/University	Dates	Details
<b>SAN BEDA COLLEGE</b> (Manila)	1986-1990	Bachelors Degree in Philosophy and Literature
<b>UNIVERSITY OF THE PHILIPPINES</b>	2000-2001	Diplomate in Management and Marketing
<b>LOCALIZATION INDUSTRY STANDARDS ASSOCIATION</b> (LISA)	2004	Affiliate Member