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Summary

Experienced SEO content writer and content marketing specialist with a demonstrated history of working in the information technology and services industry.

Skilled in Microsoft Word, Recruiting, Social Media, Training, and Human Resources. Strong marketing professional with a Diploma in Photography focused in Photography from Shaw Academy.

Experience



Content Marketing Specialist II

StraightArrow-Creative Process Outsourcing

Jul 2021 - Present (1 year 4 months +)

Responsibilities include:

- Website content management (internal linking, optimizing blog posts & landing pages, creation of different web pages)
- Social media content planning and management
- Content writing (e.g. blog posts, landing page content, eBooks, email newsletters)

Tools being used include:

Drupal, Hubspot, Later, ActiveCollab, Google Suite, Facebook Business Suite, Creator Studio



Senior Content Writer

MoneyGeek.com

May 2022 - Present (6 months +)

Write SEO-friendly articles focusing on financial topics like credit card reviews, insurance reviews, personal loans, and more.



Content Writer

bneXt

Apr 2020 - Jul 2021 (1 year 4 months)

Writes content for the company - Philippines' first and only SAP partner to have been granted the SAP® Recognized Expertise Designation for S/4 HANA.

Directly reports to the Marketing Head

Conducts keyword research and site audit

Helps in the implementation of PPC strategies

Drafts email newsletters through Mailchimp

Creates content for landing pages, social media posts

Schedules posts via tools like Buffer, Hootsuite, Later

Outlines the flow of video presentations

Tools used:

Hubspot, Zoho Social, Buffer, Facebook Creator Studio, Mailchimp, Asana, Microsoft Office



Content Writer

Outgive Inc

Aug 2020 - Mar 2021 (8 months)

Write blog posts about international shipping, cross-border shipping, Amazon SEO, welding tools, and knives.

Created product descriptions for neon lights.

Wrote guest posts for other websites with Amazon topics.



Content Writer

NO-BS Marketplace

Jul 2019 - Sep 2020 (1 year 3 months)

Creates content for various niches which include:

Business

Lifestyle

Food

Travel



Content Writer

Progressive Cleaning

Jul 2019 - Mar 2020 (9 months)

Wrote SEO-friendly articles discussing office cleaning, sanitation, and deep cleaning

Ensured the content was optimized for the website

Conducted on-page optimization for the website content

Worked directly with the Operations Manager



Content Writer

Select Assistants

Jun 2019 - Mar 2020 (10 months)

Wrote content for articles for a motivational speaker website

Wrote content for an eBook as a lead magnet generation tool

Edited and proofread existing content on the website

Established a good client relationship



Creative Designer

Select Assistants

Sep 2019 - Dec 2019 (4 months)

Created social media materials using Canva

Helped optimized captions for social media posts

Cultivated a good working relationship with the client



Content Writer

Stove Media

Oct 2018 - Oct 2019 (1 year 1 month)

Wrote SEO-friendly articles covering different topics from lifestyle, business, tech, and product reviews.

Worked directly with the client

Ensured the articles are optimized for the website by ensuring the keywords are sprinkled within the content



Social Media Assistant

No Joke Marketing

Mar 2019 - Jun 2019 (4 months)

Create materials for social media posting (Facebook, Twitter, Instagram, Pinterest)

Design infographics

Curate clients' accounts and managed the corporate accounts



Content Writer

No Joke Marketing

Dec 2018 - Mar 2019 (4 months)

Write articles that cover business topics, child care tips, and some automotive articles.



SEO Content Writer

DentistFind

Sep 2018 - Dec 2018 (4 months)

Wrote mainly SEO-friendly articles covering the dental industry

Conducted on-page optimization for the other website content

Proposed SEO-friendly topics for the blogs

Helped new writers by mentoring them and sharing the best practices for content writing



Administrative Assistant

Tuxedo Impressions LLC

May 2017 - Oct 2018 (1 year 6 months)

Worked directly with the CEO as the executive assistant

Assisted the CEO in data entry, administrative duties and responsibilities



Content Writer

Tuxedo Impressions LLC

May 2017 - Oct 2018 (1 year 6 months)

Wrote articles about small businesses, automation, and cloud tools for small businesses

Ensured that the articles were SEO-friendly and optimized for the website

Did on-page optimization on the other website content



Content Writer

Emerhub

Jun 2018 - Aug 2018 (3 months)

Write articles discussing about how to import to Asian countries.

Create visual aids using Vizzlo and inserting them in the articles.
Ensuring that the articles are optimized for SEO.



Intern

Baker McKenzie

Sep 2013 - Nov 2013 (3 months)

- Assisted in the compensation and benefits team of the Human Resource Department
- Assisted in the 201 file management
- Assisted in updating the tracker
- Assisted the timekeeper in managing the data of the employees
- Contributed ideas for the Halloween shindig

Education

De La Salle-College of Saint Benilde

Bachelor's Degree, Human Resource Management

2010 - 2014

Orienter, Talks Committee - Frosh Orientation Program AY 2011-2012

Member - Optic View AY 2011-2012

Shaw Academy

Diploma in Photography, Photography

2017 - 2018

St. Agnes' Academy

1998 - 2009

- Represented the school during the Metrobank MTAP Math Challenge during SY 2001-2002
- Participated in different school programs as a dancer, member of dance club
- Joined different quiz bees (Spelling, Social Studies and Science SY 2002-2003)

Licenses & Certifications



Certificate of Eligibility - Professional Level - Civil Service Commission



Diploma in Photography - Upskillist



SEO - HubSpot Academy

Issued Nov 2021 - Expires Dec 2022

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Digital Marketing - HubSpot Academy

Issued Mar 2022 - Expires Apr 2023

7f46b54d53774d8b92540541a4dcc8ea

 **Contextual Marketing** - HubSpot Academy

Issued Jul 2022 - Expires Aug 2023

c8cba0411a02424d8c0ab4fb0b614540

 **Content Marketing** - HubSpot Academy

Issued Jul 2021 - Expires Aug 2023

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Skills

Search Engine Optimization (SEO) • Digital Marketing • Proofreading • Content Marketing • Keyword Research • Internal Linking • Online Content Creation • Content Development • Buffer Social Media Management • Copywriting