

RANICA LANE MERALPIS

SEO CONTENT WRITER & CREATIVE WRITER



+639693565835



ranmeralpiss@gmail.com



Dasmariñas Cavite, Philippines

About Me

Experienced SEO content writer with a passion for crafting engaging, discoverable content. Since 2020, I've worked with clients globally, producing SEO-driven blogs and web copy that not only ranks well but also resonates with readers. My focus is on blending effective SEO strategies with a human touch to create content that informs, captivates, and drives results.

As a creative storyteller since 2015, I've explored various forms of writing, including folk horror short stories and a published graphic novel. My creative work has been recognized with several awards, inspiring me to continue pushing boundaries in storytelling and engaging diverse audiences through imaginative narratives.

Experience

College of Contract Management, UK

SEO Content Writer - 2024 - Present

- Write and edit SEO-optimized blog posts to boost visibility and engage readers.
- Conduct keyword research to find relevant topics and incorporate targeted keywords.
- Collaborate with team members to develop ideas and create a content calendar.
- Ensure all blog content follows SEO best practices, including proper formatting and meta descriptions.
- Edit and proofread posts for clarity, coherence, and consistent tone.
- Analyze blog performance metrics to assess engagement and refine content strategies.
- Stay updated on industry trends and SEO changes to enhance content quality.

ASTROLIKHA INC (non-profit organization)

Director for External Affairs | 2020 - Present

- Worked on marketing campaigns for various projects and events.
- Brainstormed innovative and creative ideas for the organization's projects and events.
- Collaborated with local artists, brands, and sponsors.
- Wrote, edited, and proofread the Memorandum of Agreement between the organization, its partners, and sponsors.

Experience

- Assisted in planning and scheduling events such as webinars, fundraisers, exhibits, and social media events.
- Collaborated with brands, sponsors, and artists to create themes for events and branding.
- Organized outreach programs for the community.
- Ensured timely writing, editing, and proofreading of literary articles for social media posting submitted by organization members.
- Wrote, edited, and proofread emails for brand collaboration and sponsors.

Pepperberry Publishing

Creative Writer | 2022 - 2023

- Developing original content for fiction and short stories based on a theme provided
- Producing written content to express storylines and ideas
- Writing graphic novels, stories, and content for newsletters and blogs
- Conduct extensive research on various topics
- Producing written material for outlines and rough drafts
- Editing content for correct spelling and grammar
- Work with editors and other creative writers to revise and rewrite sections
- Perform extensive fact-checking relevant to the material
- Arranging material in chapters or parts

Growth99

Content Writer | 2021 - 2022

- Collaborating with marketing teams to identify clients' needs and researching ideas and facts based on the clients' needs
- Writing content, proofreading content for errors and adhering to SEO strategies
- Create custom content for clients
- Review content accuracy and consistency
- Optimize content for SEO readability
- Deliver content consistently within the deadline
- Collaborating with peers to satisfy client workload

Heraldo Filipino

Literary Writer | 2016 - 2018

- Conceive and write literary content such as short stories, novels, and other materials for publishing and presentation
- Research to establish factual content to obtain other necessary information
- Editing and proofreading content
- Collaborating with other writers to create literary content

Education

Lyceum of the
Philippines University
Cavite

AB Legal Studies

- A four-year degree program that aims to provide students with basic knowledge of proper legislative proceedings and an overview of the Philippine Justice System. The program includes topics on the laws of business, obligation and contracts, taxation, labor laws, criminal laws, property laws and negotiable instruments that teach students the essentials of both public and business management.

DeLa Salle University
Dasmariñas

AB Political Science

- A four-year degree program that centers on studying the types of government, the history and forms of political institutions, political behavior, and political policies. It covers crucial areas of study, including Philippine politics, comparative politics, international relations, political theory and methodology, public administration, political dynamics, local and global governance, and research in politics.

Professional Skills

- Content & Creative Writing
- Editing
- Proofreading
- Analysis of information from
- different sources
- Data Collection
- Planning and Scheduling

Personal Skills

- Management Skills
- Time Management
- Adaptability
- Critical Thinking
- Collaboration
- Problem Solving
- Creativity