

Bryan Jacinto

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SUMMARY

Content writer and junior manager with seven years of experience creating SEO-focused blog posts, website copy, and marketing content for clients across various industries. Skilled at adjusting tone to fit brand needs, meeting deadlines, and improving online visibility. Experienced in content planning, editing, and managing a small team to ensure consistent quality. Well-versed in using AI tools and prompt engineering to support content creation and workflow efficiency

EXPERIENCE

Web Copywriter/ Junior Manager

GrumpyHare

March 2025 - Present, Connecticut

- Wrote and optimized SEO blog posts, landing pages, and web copy for 70+ real estate clients, boosting organic traffic and engagement across WordPress-hosted sites.
- Used WordPress to format and publish content with shortcodes, media, and internal links.
- Led a team of six writers during a management gap, handling task delegation, quality control, and cross-team coordination.
- Implemented SEO plans using Surfer SEO and keyword research to meet client targets.
- Used Jasper AI and ChatGPT for content ideas-keeping unique style and clarity.

Content Writer / AI Trainer

Monok

February 2025 - Present, Sweden

- Optimized AI-generated drafts to meet client requirements and maintain quality standards.
- Trained AI models through iterative writing and editing, enhancing their language understanding and overall performance.

SEO Copywriter

Hipnode

August 2023 - February 2025, Lisbon

- Created SEO-optimized copies, using Frase, Jasper, and ChatGPT to assist with research, outlines, and keyword planning-while writing all content in a consistent brand voice.
- Managed two content-driven websites, ensuring timely updates and cohesive messaging across all pages.
- Promoted content via Buffer and Hootsuite, and supported email outreach through Mailchimp to boost audience engagement.

Web Copywriter

Amplify Ventures

October 2023 - October 2024, United Kingdom

- Produced and edited B2B SEO-driven blog posts for crypto, technology, and healthcare clients.

Marketing Copywriter / Email Copywriter

Aptean

November 2022 - August 2023, Georgia

- Developed hub-and-spoke blog content, including in-depth pillar articles and supporting posts to improve SEO structure and topic authority.
- Authored three customer case studies and contributed to four white papers, highlighting industry solutions and implementation success stories.
- Used Buffer to schedule and manage blog promotion across social media, ensuring consistent visibility and engagement.

Copywriter / Editor

Bluepen Articles

September 2020 - August 2022, United States

- Produced website content, including landing pages, blog posts and product descriptions, that improved user experience and increased conversion rates.
- Assumed editing responsibilities, reviewing and proofreading team content for grammar, spelling, and style consistency.

SEO Manager

iPresence Digital Marketing

July 2017 - June 2020, Philippines

- Managed SEO campaigns for 32 local brands, developing blog content and integrating target keywords to improve search visibility.
 - Performed on-page optimization (keyword research, meta tags, internal linking) to improve search rankings and user experience.
 - Executed off-page initiatives (link building, guest posting) to build domain authority and increase organic traffic.
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EDUCATION

Bachelor of Science in Computer Science

Bicol University

SKILLS

B2B and B2C content writing, AI-assisted writing, Ad copy development, Editing and proofreading, Email marketing strategy, Content strategy and execution

Team leadership, Task delegation, Cross-department collaboration, Quality control, Workflow coordination, Project oversight

Keyword research and analysis, On-page SEO optimization, Off-page strategy creation, Competitor analysis, Content gap analysis, Link-building strategy

Microsoft Word, Google Docs, Grammarly, Google Search Console, Google Analytics, SEMrush, Ahrefs, Moz, Rank Math, Yoast, SurferSEO, WordPress, HubSpot, Joomla, Contentful, Hootsuite, Buffer, Zapier, Mailchimp, ActiveCampaign, Asana, Jasper AI, ChatGPT, Claude, Copilot, Gemini, Deepseek
