

# LOIDA C. BAUTO

*PWD Advocate, content writer and interior designer*

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San Leonardo, Nueva Ecija

Philippines



## EXPERIENCE

### PROJECT OFFICER

***Bigay Buhay (Building Lives) Multipurpose Cooperative (BBMC)***

PHILIPPINES, DECEMBER 2023- PRESENT

- **Project Management and Coordination:** involves planning, organising, executing and monitoring the project Next-Gen Filipino Leaders for a Zero Exclusion World from start to finish.
- **Advertising and Marketing:** includes creating advertisements and promotional materials to raise awareness of the project and reach a wider audience.
- **Training Youth Participants:** Knowledge-sharing and skills-building workshops for young PWD leaders.

### FREELANCE SEO CONTENT WRITER/ AI COPYWRITER

***Fourteen33, Inc.***

LOS ANGELES, CALIFORNIA, AUGUST 2022- NOVEMBER 2023

- **SEO Content Writing:** Creating blog posts about AI, Cloud, and Cloud Marketplaces, Blog articles, Messaging, Web content, Scripts for Video Podcasts, Marketing, and sales collateral
- **Search Engine Optimization Writing:** optimizing content using SEO best practices
- **Keyword Research:** Search for relevant keywords and use them in the content
- **On-Page SEO:** Optimizing content using SurferSEO or Rankmath
- **Social Media Marketing:** Content calendar, research, messaging, social media graphics

## FREELANCE CONTENT CONTRIBUTOR

### ***SafetyDocs by SafetyCulture***

AUSTRALIA, JUNE 2022 - PRESENT

- **Content Writing:** Writing original articles on a given topic
  - **Search Engine Optimization:** Keyword Research and using keywords in the content; optimizing content using SEO best practices and SurferSEO
  - **Research:** Created articles based on given topics and content briefs
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## SAAS CONTENT WRITER

### ***Amplify Ventures Ltd.***

UNITED KINGDOM, SEPTEMBER 2022 - FEBRUARY 2023

- **Content Writing:** Task included: researching the topic, writing an article and publishing in websites
  - **Copywriting and Proofreading:** Editing the work of others and checking if it's factual or checking for errors
  - **WordPress and On-page SEO:** Blog posting and optimizing it using Rankmath.
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## FREELANCE CONTENT WRITER

### ***Bizz Visual LLC***

LAS VEGAS, NEVADA, OCTOBER 2021 - APRIL 2023

- **Content Writing:** Creating and Rewriting client details that will be used for their web pages and landing pages, such as ABOUT, and SERVICES, among others.
  - **Blog creation:** Creating blog posts for clients about real estate.
  - **Search Engine Optimization:** optimizing content using SEO best practices; Publishing blogs on WordPress and doing on-page SEO using Yoast SEO or RankMath SEO plugins
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## EDITOR IN CHIEF AND SOCIAL MEDIA MANAGER

### ***Bradtech Digital Media Inc.***

PHILIPPINES, MARCH 2021 - AUGUST 2021

- **Content Writing and Video Creator:** Task included: researching the topic, writing an article/script, and turning it into video content (5minute to 10 minutes video).
  - **Copywriting and Proofreading:** Editing the work of others and checking if it's factual or checking for errors which includes rewriting it sometimes.
  - **WordPress and On-page SEO:** Blog posting and optimizing it using Yoast SEO.
  - **Youtube Channel Managing:** Task included uploading the video content, putting descriptions, tags, thumbnails, and other details using VidIQ for Youtube SEO.
  - **Social media managing:** Task includes editing of graphics and videos, creating and creating social media posts such as viral content, news updates, and interesting content.
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## FREELANCE CONTENT CONTRIBUTOR

### *Safety culture*

Australia, FEBRUARY 2022 - MAY 2022

- **Content Writing:** Writing original articles on a given topic
  - **Search Engine Optimization:** Keyword Research using Ahrefs and using keywords in the content; optimizing content using SEO best practices and SurferSEO
  - **Research:** Created articles based on given topics and content briefs
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## VIRTUALAHAN GRADUATE (DIGITAL SKILLS TRAINING)

### *Virtualahan*

PHILIPPINES, AUGUST TO OCTOBER 2021

- Subjects included Graphic Design, Video Editing, E-Commerce, Lead Generation, Content Writing, Web Design, and Social Media Marketing
  - Best in Graphic Design, Best in Video Editing, and Best in Web Design Awards
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## PART-TIME SOCIAL MEDIA MANAGER

### *Credit Bilis Inc.*

PHILIPPINES, JANUARY 2021 - JUNE 2021

- **Facebook Business Page Management:** Tasks included answering inquiries, post creation, and Facebook Ads
  - **Graphic Design** (i.e. logos & business cards)
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## VIRTUAL ASSISTANT

### *Atty. Edgardo Era*

PHILIPPINES, OCTOBER 2019- AUGUST 2021

- **Businesses include:** Fitness Center(Emperor Health Fitness Inc.| Everyday Fitness), Aesthetic Clinic (Beauvous Aesthetics), Beach Resort (El Zamba Villas), Memorial Park (Lord's Haven Memorial Park), and Bar and Restaurant (EZ Food Hub)
  - **Branding:** Helped the client/team in conceptualizing ideas for the business including the visual identities like the logo and colors.
  - **Content Writing:** Putting in words the business ideas, composing the content or business letters, copyediting, and proofreading.
  - **Graphic Designing:** Provided the client with all his graphic design-related needs and business-related materials such as posters, cover photos, tarpaulin design, flyers, and letterheads.
  - **Social Media Marketing:** tasks included managing Facebook Business Pages of the client (Answering queries on the page, chatbot creation, social media posts, and captions, boosting a post, creating Facebook ads, creating FB video ads (30 seconds to 1 minute), and video editing.
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## BLOG CONTRIBUTOR

### *NETBLOID*

PHILIPPINES, MAY 2017 - OCTOBER 2017

- Written long and original articles of different niches (Topic includes Movies, Viral News, Global News, Showbiz News, etc.)
  - Tasks included are researching the topic, writing it, and uploading it on the website/WordPress.
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# PROJECT-BASED ENGLISH-TAGALOG TRANSLATOR

**Got Questions Org**

PHILIPPINES, FEBRUARY 2016-FEBRUARY 2019

- **Translation Jobs:** English article with more than 500 words to be translated into Tagalog occasionally

## VOLUNTEER SOCIAL MEDIA MANAGER

**Bigay Buhay (Building Lives) Multipurpose Cooperative (BBMC)**

PHILIPPINES, DECEMBER 2018-DECEMBER 2021

- **Created all graphics, social media post and video presentations occasionally.**

## EDUCATION

### UNIVERSITY OF SANTO TOMAS

CLASS OF 2012

B.S. in Interior Design

### ROOSEVELT COLLEGE RODRIGUEZ

CLASS OF 2008

Secondary Education

## ACHIEVEMENTS

### LICENSURE EXAMINATIONS TOPNOTCHER

Rank no. 4 in October 2012 Interior Design Licensure Examinations in the Philippines

### GRADUATED WITH HONORS

Cum Laude- University of Santo Tomas, Bachelor of Science in Interior Design

### SELF-PUBLISHED BOOK AUTHOR

- Self-published and authored the book, "Memento: Galaw-galaw Baka Ma-stroke" in September 2018
- Self-published and authored the book, "Bakit Ako?" in June 2021

## SKILLS

- Autocad
- Search Engine Optimization (SEO)- RankMath SEO, Yoast SEO, and SurferSEO, MarketMuse
- Social Media Marketing
- Facebook Ads, Facebook page management
- Content Writing, Copywriting, Proofreading, Blog Writing, Technical Writing
- Translation Jobs (English into Tagalog vice-versa)
- Web Design and WordPress - Elementor
- Video editing - Filmora X, Kinemaster, Lumen5, Canva
- Graphic Design- Canva
- AI Copywriting - Jasper, ChatGPT, CloserCopy
- Keyword Research - AHREFS, Surfer SEO
- Youtube Channel Management

## AFFILIATIONS

- **Bigay Buhay (Building Lives) Multipurpose Cooperative (BBMC)** - VOLUNTEER  
December 2018-present
- **AVM Philippines** - a community of AVM (Arteriovenous Malformation) Patients and survivors in the Philippines -  
FOUNDER, April 2014 - present
- **Philippine Disability Forum (PDF) Marketing Advocacy Cooperative** - Secretary and Focal Person for Gender Equality and Youth Empowerment, JANUARY 2023-Present

## SEMINARS/TRAININGS ATTENDED

- **Fighting As One (AVM Awareness Motorcade)** | Participant } AVM Philippines |  
October 27, 2018, Quezon City Circle
- **Disability Sensitivity Training** | Concentrix Philippines and Bigay Buhay Multi-purpose Cooperative (BBMC) | Resource Speaker, | April 2021
- **Youth with Disability Leadership Program 2021** | ENABLE Opportunities Youth with Disability Leadership Program of Project Inclusion Inc. | Graduate | 2021
- **Accessibility in the Workplace:** An Introduction to the Key Concepts of Accessibility | MBPS Ability Philippines Speaker Series | EnAble: Work Without Limits | Speaker | July 14 2021
- **Community-Based Rehabilitation Webinar (Universal Design and PT Interventions)** | Velez College in Cebu City | Speaker | May 2, 2022, 01:00 PM
- **Women's Leadership and Democracy Panel Discussion** sponsored by the International Labour Organization (ILO), United Nations Population Fund (UNFPA) and UN Women | Westin Hotel in Manila | Participant | October 17, 2023
- **WISE Trainers Training for PATAMABA and Partners** | Participant | November 8, 2023
- **Empowering People with Disabilities through Technology** | A webinar from ADB, ERIA, Google, ILO, and the Tech for Good Institute | Participant | December 7, 2023
- **Gender Equality and Disability Inclusion Guidelines** to Address the Specific Needs of Women and Girls with Disabilities | December 2023 | Asian Development Bank | Ortigas, Pasig | Participant | December 12, 2023, 1:30–3:00 pm.
- **Review of the Work Improvements in Small Enterprises (WISE) Implementation in the Philippines** | By International Labour Organization - Department of Labor and Employment and Supported by the Government of Japan | February 8, 2024 | Makati City, Philippines

## SEMINARS/TRAININGS ATTENDED

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- **1% Freelancer Workshop of Maj Custodio** | June 2023 to October 2023
- **April Social Enterprise Symposium:** CREATING ACCESS FOR WOMEN, YOUTH and IPs  
- Pathways to Inclusion and Why It Matters | by Tatak SE | April 25, 2024.
- **KMME-MME 2024 Batch 1 Graduate** | Kapatid Mentor ME-Money Market Encounter  
Online Program of the Department of Trade and Industry and Philippine Center for  
Entrepreneurship - Go Negosyo | February-May 2024
- **Next-Gen Filipino Leaders for a Zero-Exclusion World** | Ressource Speaker | Project  
by ACTED Philippines in collaboration with Bigay-Buhay Multipurpose Cooperative  
(BBMC) and 3Zero Philippines | March 1, 2024