

Apréal Chae Alonzo

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EDUCATION

UNIVERSITY OF THE ASSUMPTION

4th Year Bachelor of Arts in Communication

Consistent President's Lister (1st Semester 2021 - 2nd Semester 2024)

Pampanga, PH

June 2025

EXPERIENCE

UPWORK

Freelance Content Writer

Illinois, USA

February 2022 – June 2023

- Created high-quality, original content, consistently achieving 100% plagiarism-free and error-free status as verified by industry-standard tools.
- Delivered project outputs efficiently, with an average turnaround time of 1-2 days, ensuring timely project completion and client satisfaction.
- Amplified the website's traffic by 300x through the creation of innovative and accessible articles, significantly boosting online visibility.
- Specialized in the technology, hiking equipment, and travel blogging niches, becoming a recognized expert and go-to source for insightful and authoritative content.

MOOSA HOLDINGS

Digital Marketer

Dubai, UAE

August 2023 – February 2024

- Developed and executed digital marketing strategies for real estate firms, optical clinics, and automotive service industries, increasing client web traffic by an average of 45% and social media engagement by over 60%.
- Designed and implemented targeted social media campaigns across platforms (Facebook, Instagram, Twitter, LinkedIn) that boosted followers by an average of 75% and increased interaction rates by up to 50% within the first six months.
- Managed content calendars and delivered projects with a 95% on-time completion rate, effectively balancing multiple client demands in the real estate, optical clinic, and automotive service industries.
- Utilized analytics tools to monitor, adjust, and report on campaign performance, achieving a 35% improvement in conversion rates through data-driven strategy adjustments and A/B testing.

CERTIFICATIONS

Introduction to Google SEO

University of California, Davis

April 2022

Google SEO Fundamentals

University of California, Davis

April 2022

SKILLS & INTERESTS

Technical: Microsoft Office, Google Suite, Click Up, WordPress, ChatGPT, Gemini, Midjourney, 11Labs, and Google Analytics

Language: Filipino and English