

Daniella Krisha M. Lozada

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Experienced in writing, content creation, and digital marketing, with a proven track record of delivering diverse, SEO-optimized content solutions for individuals and organizations. Brings a strong foundation in digital marketing, along with creativity, cultural awareness, and a sense of humor. Skilled at building long-term relationships with colleagues and clients, and known for a strong work ethic, reliability, and effective organizational strategies that drive success in dynamic, fast-paced environments.

Work Experience

Mack Media Group, LLC - Connecticut, USA

Sep 2024 - Sep 2025

Content Marketing Manager

- Led a team of content writers, overseeing content planning, editing, and execution to ensure consistency, quality, and alignment with brand voice and SEO best practices
- Collaborated with cross-functional teams to develop and implement content strategies that increased engagement, organic traffic, and lead generation across multiple platforms

Mack Media Group, LLC - Connecticut, USA

Jun 2023 - Aug 2024

Content Marketing Writer

- Developed high-quality, engaging, and SEO-optimized content for various platforms
- Gathered insights on industry trends, target audiences, and competitors to inform strategy

Airbtics - Pasig City, Philippines

Mar 2023 - May 2023

Content Writing Intern

- Conducted end to end sales and marketing of short-term rental data
- Developed SEO-friendly blog articles about short-term rental all over the world

CNN Philippines - Mandaluyong, Philippines

Jan 2023 - Apr 2023

Writing Intern

- Helped research and develop news content for multiple platforms
- Collaborated with the editorial team to align storytelling and standards

e-Tap Solutions - Makati City, Philippines

Sep 2022 - Jan 2023

Marketing Communications Intern

- Developed marketing campaigns and creative content for both b2c and b2b initiatives
- Assisted in monitoring social and community engagement

Education

University of the Philippines Manila

Aug 2020 - Jul 2024

Bachelor of Arts in Organizational Communication

Magna Cum Laude

Treston International College

Jul 2018 - Apr 2020

Senior High School Diploma in Humanities and Social Sciences

With High Honors

Taguig Science High School

Jun 2014 - Mar 2018

Junior High School Diploma

With Honors