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N/A 🌐

WORK EXPERIENCE

2017/2022 – PRESENT

FREELANCE WRITER

- Content writing, copywriting, data management and research for private clients and international brands.
- Previous clients include Top Experts Australia (topexperts.com.au), Travel Lens (travellens.co), Automated Life Tech (automatedlifetech.com) and Skyscanner (skyscanner.com).

SEPTEMBER 2019 – JUNE 2022

SENIOR COPYWRITER / KMC SOLUTIONS

- Lead copywriter for StarHub Customer Strategy Insights (B2C).
- Write copy for chatbot and UX copy for mobile app, as well as B2C/B2BB content for website FAQ, SMS, and email templates.
- Track and report content data from chatbot and web FAQ.
- Collaborate with internal departments to create urgent content for product launches, policy updates, and service-related incidents.

JULY 2017 – JUNE 2019

CONTENT MANAGER / 360TRAINING

- Content Manager for 360training.com (online education and certification) and affiliate websites.
- Manages blogs, infographics, and video scripts for Workplace Health and Safety, Food and Beverage, and Real Estate industries.
- Lead quarterly content meeting and planning.
- Delegate tasks to outsourced writing agencies.
- Edit and proofread outsourced content as needed.

NOVEMBER 2015 – FEBRUARY 2017

CONTENT WRITER / MICORSOURCING

- Write blog posts for the following niche(s): construction, metalworking, farming, and mining.
- Write product review/feature about heavy equipment that are being sold on the Machines4u (AU) website.

EDUCATION

2008-2010

ASSOC. IN COMPUTER PROGRAMMING

Datamex Institute of Computer Technology

OTHER RELEVANT SKILLS

- On-page SEO
- Content Planning and Management
- WordPress/Elementor
- Adobe Photoshop/Affinity Photo/Canva
- Microsoft Office/Google Docs
- Editing
- Proofreading
- Collaborative leadership
- Dynamic creative process

ORGANIZATION/AFFILIATION

2019-2022

DIRECTOR FOR BRANDING / I VOLUNTEER PHILIPPINES

- Help manage the iVolunteer Philippines brand online and across different social media platforms.
- Represent the organization in events and gatherings.
- Create content (blog/graphics) to help promote iVolunteer Philippines.
- Volunteer management.
- Lead strategic planning to establish and track long-term goals.