

# LEAH MAE SANTILLAN

Creative Content Writer & Digital Marketing Specialist with 3+ years of experience crafting blogs, website copy, and SEO-driven content. Skilled in editing, design, and social media management, delivering engaging digital experiences that inform, inspire, and convert.

Email: lsantillan0129@gmail.com | Phone: +63 992024 8324 | Location: General Santos City, South Cotabato, Philippines

## Core Skills

- Content Creation & Copywriting
- SEO & Digital Marketing
- Graphic Design & Multimedia
- Content Management Systems (WordPress, Elementor)
- Project Management (Asana, Trello, Monday.com)
- Collaboration Tools (Slack, Google Workspace)

## Tools & Platforms

- Writing & SEO: Grammarly, SurferSEO, SEMrush, QueryHunter, Detailed SEO Extension, Claude.ai, ChatGPT
- Design & Multimedia: Photoshop, Canva, Procreate, Microsoft Clipchamp, CapCut, Descript, VirtualStaging.AI
- Content Management: WordPress, Shopify
- Communication & Admin: Zendesk, Salesforce

## Professional Experience

### Lead Content Writer & Graphic Designer | Quote.com

- Produced SEO-optimized website pages and blog content that increased organic traffic by 40% and boosted lead conversions by 25%.
- Collaborated with editors and SEO teams, improving content accuracy and keyword ranking performance by 30%.
- Designed Facebook and Instagram creatives that drove a 20% increase in engagement rates and supported campaign ROI growth.

### Graphic Designer & Social Media Manager | Fraîche Skin

- Created social media graphics, blogs, and ad creatives that grew followers by 35% and improved post engagement by 50%.

- Managed content posting across multiple platforms, achieving a 20% month-over-month increase in reach and impressions.
- Collaborated on digital branding strategies to maintain cohesive messaging.

#### **Product Researcher & Graphics Designer | Sherief E.**

- Handled admin tasks, order fulfillment, and customer communication for an e-commerce store.
- Managed Shopify product listings, pricing, and inventory accuracy, reducing stock errors by 15% and improving online store conversions by 18%.
- Created Facebook & Instagram ads aligned with brand guidelines to boost sales.

#### **Content & Admin Support | Airbnb Property Management (Client-Based)**

- Wrote and optimized property descriptions that increased bookings by 22% and improved search visibility on major rental platforms.
- Created blog posts and online content that boosted website traffic by 30% and enhanced property credibility for potential guests.
- Managed guest communications and updated visuals across multiple booking platforms.

#### **Administrative Assistant & Retention Specialist | HomeActions**

- Responded to realtor inquiries via phone, email, SMS, and chat with professional communication.
- Onboarded realtors, managed contact lists, and scheduled newsletters to boost engagement.
- Improved collections and reduced cancellations by 18% through strategic client engagement and value-focused communication.

## **Education**

B.S. Accountancy – University of Mindanao (2014 - 2018)