



# SOPHIA ZAPANTA

Creative content creator with experience in storytelling, content strategy, and social media management. Skilled in producing engaging content across blogs, social media, and video scripts. Strong in idea generation, research, SEO, and brand consistency. Proficient in tools like Google Docs, Slack, and Canva. Looking to contribute to a creative, dynamic team.

## WORK EXPERIENCE

**CONTENT WRITER/CREATOR** June 2022 - June 2023  
Abraham Philippines

- Created compelling content across multiple platforms, including blogs and social media.
- Utilized SEO practices to increase content visibility and engagement.

**CONTENT WRITER/CREATOR** June 2022 - June 2023  
Flyeast Philippines

- Plan, organize, and write clear and engaging content
- Ensure that the content is optimized for search engines and aligns with the brand's tone and style
- Staying up-to-date with industry trends and best practices in content writing

**PUBLIC RELATIONS INTERN** January - March 2023  
foodpanda Philippines

- Planned, organized, and created content optimized for search engines.
- Developed social media posts and video scripts to captivate audiences.
- Ensured alignment with brand style and voice in all content.

**CONTENT WRITER INTERN** March - May 2023  
The Manila Times TV

- Create various types of content, including audio-visual scripts, screenplays, social media captions, and copies
- Ideate and produce engaging content specifically tailored for social media platforms
- Assist during shoots that involve collaborating with the production team, directors, and other stakeholders
- Staying up-to-date with industry trends and best practices in content writing

**DIGITAL PR WRITER/EDITOR** September 2023-Present  
Hipnode

- Conduct thorough research to ensure accuracy and depth in content creation.
- Develop content strategies that align with brand goals and audience engagement.
- Create SEO-optimized content to improve search engine rankings.
- Write articles across various niches, ensuring brand consistency.
- Collaborate with the team to enhance digital PR efforts.

## CONTACT

- ✉ phiazpnt@gmail.com
- ☎ +63 976 237 5153
- 📍 Zone 5, Becuran, Santa Rita, Pampanga

## EXPERTISE

- Content Writing
- Content Creation
- Content Editing
- Public Relations
- SEO Optimization
- Research & KOL Engagement
- Copywriting
- Social Media Management
- AI Utilization

## REFERENCES

Pauleen Balbadores  
Communications Specialist |  
Delivery Hero Philippines, Inc.  
+63 939 980 5458

Yoav Golan  
CEO | Flyeast Philippines  
+63 915 961 8787



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**FREELANCE WRITER** September 2023  
- Present

- Write engaging, SEO-friendly content to support marketing goals.
- Researching, writing, and delivering high-quality work on time.

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## ACHIEVEMENTS

- Experienced writer and content creator with a proven track record of producing high-quality content for major news outlets (MSN, Yahoo, etc) and digital platforms.
- Skilled in writing, editing, and producing high-quality content, including articles, blog posts, social media posts, and video scripts.
- Demonstrated leadership skills and a strong work ethic through achievements in speech choir competitions and academic excellence.
- Recipient of numerous awards for outstanding work in advertising and public relations.

## EDUCATION

<b>Far Eastern University-Manila</b> Bachelor of Arts in Communication Major in Convergent Media	2019-2023
<b>Dominican School Santa Rita</b> Humanities and Social Sciences With Honors	2017-2019
<b>Dominican School Santa Rita</b> Highschool Education With Honors	2013-2017

## CERTIFICATES

- Social Media Management (2023)  
*Online Course - Kurso PH*
- Graphic Design with Canva (2023)  
*Online Course - Kurso PH*
- WordPress and Marketing (2023)  
*Online Course - Kurso PH*
- Copywriting (2023)  
*Online Course - Kurso PH*
- Facebook Ads AutoPilot (2023)  
*Online Course - Kurso PH*