

# John Paul Canonigo

Copywriter, Blogger, and Online Content Specialist



Creative, tech-savvy, and out-of-the-box online content professional with over 15 years of extensive experience in a diverse range of content management and online marketing roles in varied industries and clientele both local and abroad. Specializes in content creation, curation and syndication, search optimization, and social media marketing. Excellent organizational, interpersonal, and communication skills with the flexibility and experience required to adjust to rapidly changing schedules and shifting priorities.

## Areas of Expertise

- **Content Management:** Copywriting, Blogging, Content Syndication, Email Marketing, Newsletters, Web Content, Marketing Communications, CMS
- **Search Optimization:** Keyword Research, Social Media Marketing, Local Search, SEO
- **Web Analytics:** Google Analytics, Facebook Insights, and other third-party social metrics
- **Web Design and Management:** Website and Blog Management, WordPress, Blogger, Joomla, Squarespace
- **Graphics Design:** Logo Design, Vector Graphics, Branding, Adobe Photoshop, Adobe Illustrator, Adobe Premiere

## PROFESSIONAL EXPERIENCE

### Freelance Copywriter - Bloom.Love Global Marketing

28 September 2020 - Present

Brisbane, QLD, Australia | Jakarta, Indonesia

- Provides copywriting and content management support for the clients' website, blog, social media, and other marketing materials;
- Writes clear, compelling copy for various mediums (e.g. ads, blog posts, newsletters);
- Collaborates with graphic designers, website developers, and other members of the creative and web team on large- and small-scale marketing projects (e.g. email campaigns and landing pages); and
- Performs other ad hoc writing tasks as needed.

### Academic Researcher (Project-Based) - 20blue (previously known as NIMIRUM)

November 2018 - Present

Leipzig, Germany

- Performs market research on various industries and markets.
- Provides expertise on specific niche markets and industries through carefully crafted market research work.

### Freelance Content Writer - Quick Work Buddy Inc.

8 June 2020 - September 2020

Cebu City, Cebu, Philippines

- Writes articles that are posted on their website, blog, social media, and other third-party content platforms;

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- Provides creative input in the creation of online content;
- Develops content specifically targeting audiences in the informal services sector; and
- Incorporates relevant keywords for search engine optimization and necessary backlinks to its website.

## Freelance Content Writer - Book2Wheel

15 July 2020 - 15 August 2020

Seebladgade 2, Boxen 1 sal, 5000 Odense, Denmark

- Writes articles that are posted on their website, blog, social media, and other third-party content platforms;
- Provides creative input in the creation of online content;
- Develops content specifically targeting audiences in the transportation and ride hire sector; and
- Incorporates relevant keywords for search engine optimization and necessary backlinks to its website.

## Freelance Content Writer - Island Media Management

3 September 2019 – 1 December 2019

Jalan Ciungwanara II No. 5A/30, Renon, Kota Denpasar, Bali, Indonesia 80235

- Writes articles that are posted on various websites, blogs, and other third-party content platforms;
- Provides creative input in the creation of online content;
- Develops content specifically targeting audiences in the travel and hospitality sector; and
- Incorporates relevant keywords for search engine optimization and necessary backlinks to its website.

## Content Writer & Researcher - Katalyst (under Star Business Centers PH Inc.)

12 August 2019 – 12 August 2020

916 Arnaiz Ave. Suite 301, Makati City, Philippines 1228

- Writes content for offsite and onsite marketing campaigns (social media, website, and blog);
- Provides creative input in the creation of marketing materials (brochures, posters, and flyers);
- Updates the website content of the company and its affiliates; and
- Research information on startups, fintech, cryptocurrency, and venture capitals needed for its feature articles, press releases, and other content marketing platforms.

## Freelance Content Writer - Winimy Pte Ltd

8 October 2018 - 21 May 2019

1 Scotts Road, #24-10, Singapore 228208

- Develops content for their product lines often involving blog posts and other offsite content; and
- Incorporates relevant keywords for search engine optimization and necessary backlinks to its website.

## Freelance Content Writer - OZAAS Pte Ltd

8 October 2018 - 31 December 2018

Ubi Avenue 1, Paya Lebar, Singapore 408934

- Develops content for their product lines often involving blog posts and other offsite content; and

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- Incorporates relevant keywords for search engine optimization and necessary backlinks to its website.

## Freelance Copywriter - Creative Design and Drafting Support

2 March 2014 – 31 December 2017

Osmeña Boulevard, Cebu City, Cebu, Philippines 6000

- Writes content for offsite and onsite marketing campaigns (social media, website, and blog);
- Provides creative input in the creation of marketing materials (brochures, posters, and flyers);
- Designs and sets up the company's redesigned website; and
- Regularly updates the editorial calendar to ensure timely posts on the blog and social media.

## Copywriter - GIP Co. Ltd. (doing business as GFA Thailand, under SynergiaOne)

01 October 2012 – 30 September 2013

431 Soi Pradu 1, Charoenkrung 107, Bangkholaem, Bangkok, Thailand 10120

- Provides content for online and offline advertisements, marketing copy, and website copy across a range of media and formats;
- Updates all digital media content across all affiliated websites and social media platforms;
- Works with the marketing team and other executives of the Synergia Group-affiliated and sister companies;
- Interprets marketing and advertising briefs and develops creative ideas and concepts, often in partnership with the marketing and business development teams;
- Consults with sales, media, and marketing representatives by discussing product or service information as well as advertising copy details;
- Participates in a food tasting committee responsible for evaluating new products and services to be rolled out for all the QSR brands; and
- Monitors the effectiveness of advertising campaigns keeping track of all relevant website and social media metrics.

## Copywriter - Odusee Philippines Inc.

27 May 2011 – 27 January 2012

9/F Insular Life Plaza Building, Cebu Business Centre, Cebu City, Cebu, Philippines 6000

- Writes fresh, new articles for the affiliate blog sites used to promote the vertical search engine's search categories;
- Interprets marketing and advertising briefs by delivering the verbal content that accompanies in the visual media;
- Develops creative ideas and concepts, often in partnership with the marketing manager, the SEO specialist, and the rest of the creative team;
- Monitors the effectiveness of SEO, link-building, social media, and online marketing campaigns;
- Amends, revises, and redevelops content in response to feedback from the marketing manager and key executives.

## Copywriter - GVM Radio/TV Corp. (doing business as Y101 FM)

1 December 2010 – 30 April 2011

2/F Gaisano Country Mall, Arch. Reyes Avenue, Banilad, Cebu City, Cebu, Philippines 6000

- Writes original and SEO-optimized articles and content for the Y101 FM website;

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- Works on a range of media and formats, interpreting account briefs to compose advertorial content such as slogans, catchphrases, tweets, and scripts for radio, website, and print advertisements;
- Develops creative ideas and concepts, often in partnership with colleagues, top executives, and radio talents (DJs and newscasters);
- Consults with sales, media, and marketing representatives on product or service information that will be featured in radio commercials and website ads;
- Updates news stories and social media content on a timely basis; and
- Ensures that all content is up to date with the latest music, entertainment, popular culture, and trends.

## Copywriter - Taking You Forward Inc.

11 November 2009 – 11 November 2010

SLL Building, P. Remedio Street, Mandaue City, Cebu, Philippines 6014

- Provides onsite and offsite content to the clients' websites, affiliate blogs, and other content platforms;
- Develops creative content, often in partnership with the SEO specialists and general manager, that meets the clients' marketing and advertising requirements;
- Does market research on the clients' products and services and demographics as well as a competitive analysis of their competitors and incorporate it into the content marketing strategy; and
- Conducts research on diverse subjects especially websites involving topics such as Aboriginal art, FOREX trading, property management, ethical and green industries, etc.

## Editor - CannonCreek Asia, Inc. [ceased operation]

22 January 2007 – 20 October 2008

G/F Pelaez Building, A.S. Fortuna Street, Mandaue City, Cebu, Philippines 6014

- Does extensive research for company information, bankruptcy case details, and other relevant news of a particular business being profiled or featured;
- Writes new stories for three business newsletters:
  - *"Troubled Company Prospector"* – a newsletter that focuses on news and developments affecting troubled U.S. and Canadian companies with total assets of over \$10 million
  - *"Plant Prospector"* – a newsletter that focuses on layoffs, closures, and shutdowns of various companies (particularly U.S., Canadian and European) around the world
  - *"Health Care Prospector"* – a newsletter that focuses on the news and developments affecting the US health care sectors particularly hospitals, nursing homes, and health maintenance organizations
- Ensures that all newsletters are published in Bankrupt.com and uploaded to the Bloomberg terminal on time.

## Indexer / Abstract Writer - Innodata Knowledge Services Inc.

28 September 2004 – 15 July 2006

HVG IT Park, Subangdaku, Mandaue City, Cebu, Philippines 6014

- Indexes and writes abstracts of scholarly journals, periodicals, full-text articles, magazines, and electronic books for the EBSCO project;

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- Edits and proofreads abstracts, summaries, and content before assigning relevant tags for electronic indexing; and
- Do research to keep up to date with current events, popular culture, and news relevant to every publication being abstracted and indexed.

## EDUCATIONAL EXPERIENCE

### **Bachelor of Arts in History - University of San Carlos**

June 1998 – October 2002

P. del Rosario Avenue, Cebu City, Cebu, Philippines 6000

### **University of the Philippines High School - Cebu**

Gorordo Avenue, Lahug, Cebu City, Cebu, Philippines 6000

## REFERENCES

**Roselle Fabrez-Olarte** - Marketing Manager

**Odusee Philippines Inc.**

[roselle.fabrez@gmail.com](mailto:roselle.fabrez@gmail.com)

**Aldren Perez** - Graphic Artist

**GVM Radio/TV Corp.**

[aldr3n@gmail.com](mailto:aldr3n@gmail.com)

**Pamela Luna** - General Manager

**Taking You Forward, Inc.**

[pluna@thewebshowroom.com.au](mailto:pluna@thewebshowroom.com.au)

**Sanjeev Pandey** - Business Development Analyst

**GIP Co. Ltd.**

[sanjeev@taskworld.com](mailto:sanjeev@taskworld.com)

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## LINKS TO SAMPLE WORKS

*(Note: Some old articles are reposted in my blog since the original links no longer work.)*

### Cryptocurrency

#### [The Coronavirus Pandemic: A Growth Catalyst of the Cryptocurrency Era?](#)

Love it or hate it, cryptocurrencies are catalysts of growth to our financial services as the global economy tries to rebuild after this pandemic is over.

#### [Counting the Cost: Bitcoin Mining vs Gold Mining](#)

The growth and emergence of bitcoins and other cryptocurrencies have become the digital alternative to gold in this day and age.

### “New Normal”

#### [What Would the “New Normal” Be Like?](#)

The Coronavirus pandemic has ravaged the world and has virtually changed the way we all live and work. Adjustments have to be made so that everyone survives and lives a world full of promise and optimism even when things have changed.

#### [Reinventing Your Business Model in the 'New Normal'](#)

The impact of the Coronavirus pandemic has changed the business landscape for good as new regulations have been put in place to ensure social distancing and public health measures are enforced in order to prevent the spread of the virus.

### Business / Startups

#### [Startup Survival in the Post-Coronavirus World](#)

Many startups are facing huge challenges as they try to survive and thrive in a post-Coronavirus world.

#### [Amazing Task Management Tips from the Zen Masters](#)

We need full control in what we do but constant procrastination keeps us from accomplishing our work. Perhaps, we need to learn a valuable lesson from the teachings of Zen masters.

### Historiography

#### [David Fagen and the African Americans Who Fought in the Philippine-American War](#)

There has been a relatively unknown chapter in Philippine history where our fight against foreign invaders intertwined with the African-American struggle against racism and segregation.

#### [‘Mampor’: The Origin Tale of Cebu’s Most Mysterious Man](#)

A true-blue Cebuano would always talk about "Mampor" when mentioning anything about the bygone era. No one knows who he was but his name left an indelible cultural legacy.

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## Futurism

### The Secret History of Deepfake

Deepfake videos have been weaponized to greater effect in order to misinform, destabilize, slander, defame, and conduct all sorts of malicious activities that cause a lot of harm and social division.

### Living in the “New Normal” and Future of Cities

Will we wake up in a different city in the “New Normal”?

## Social Media / Graphics

### ‘Fan-Made’ Jersey Redesign for National Basketball Teams

I have been doing some basketball jersey redesign concepts for various FIBA national teams and some of my designs went viral. My proposed redesign of the Brazil national basketball team was featured by the Brazil Basketball Federation on their social media accounts ([Facebook](#), [Twitter](#), and [Instagram](#)).

### Colorized Black and White Films

I am always fascinated with colorizing black and white films. See the YouTube playlist [here](#).

### Colorized (and Animated) Black and White Photos

Just like colorized black and white films, old historical photos are just captured moments that are forever frozen in time. I was thinking of colorizing some of it and providing a little bit of animation and sounds to capture what that moment was. Here are some of these images:

[Calle Tres de Abril \(c1920s\)](#)

[Cebuana Woman Playing a Guitar \(c1930s\)](#)

[Traffic Cop in Downtown Cebu \(c1930s\)](#)

[Liberation of Cebu City \(1945\)](#)

### Faux Twitter-style CV

Using a faux Twitter feed with posts showing chronological events in my career history. See the full image [here](#).

### Proposed Visit Oslob Identity

This is a proposed logo design for a website by showcasing a town tourism identity.



SCAN ME