

Paulo Rizal

Copywriter
Content Creator

Paulo Cabataña Rizal

CATALUNAN GRANDE
DAVAO CITY, 8000

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Skills

Professional writer with a demonstrated ability to capture attention and drive engagement.

Working knowledge in Microsoft Office, Google Suite, Adobe Photoshop, Adobe Premiere, and Adobe Indesign.

Experienced in content management using Wordpress and Hubspot.

Experience

Salescast / Copywriter

DEC 2021 - NOV 2022, REMOTE

I wrote show notes for some of the top business podcasts in the world. I worked on shows such as the No BS Sales School by Walker McKay, Get Loved Up with Koya Webb, Success Fundamentals with Kris Sykes and Bryan Goldsack, Sales Transformation with Collin Mitchell, and more.

Concentrix / Team Leader

AUG 2021 - APRIL 2022, DAVAO CITY

I led a video production team for a gaming lifestyle company's Youtube support channel. We produced a variety of troubleshooting guides catering to the needs of customers. I handled scriptwriting, storyboarding, and distribution of video content.

Akolade / Content Producer

NOV 2020 - AUG 2021, REMOTE

I produced and curated multimedia content for Third Sector News, one of the company's learning channels. This includes managing the website and its social media channels (Facebook, Twitter, Instagram, and LinkedIn). I also sent out a bi-weekly newsletter to the channel's subscribers.

Ranked / Content Writer

NOV 2020 - AUG 2021, REMOTE

I wrote well-researched, unique, and SEO-friendly blog content for the company's wide selection of clients.

Concentrix / Web Content Developer

DEC 2018 - JUNE 2020, DAVAO CITY

I wrote product repair guides, knowledgebase articles, and Frequently Asked Questions (FAQs) for a gaming lifestyle company's support website.

Constantin Design & Build / Marketing and Sales Officer

DEC 2018 - JUNE 2020, DAVAO CITY

I did strategy, production, and delivery of all marketing related efforts in the aim of generating leads and prospect clients. I spearheaded a rebranding campaign to update the company's marketing collateral for the modern audience.

DavaoToday.com / Multimedia Reporter

JULY 2016 - AUG 2017, DAVAO CITY

Covered both local and national affairs, producing reportage on a variety of formats.

Education

University of the Philippines Mindanao / BA Communication Arts

JUNE 2021 - JUNE 2016, DAVAO CITY

Completed a four year degree that included coursework in linguistics, design fundamentals, communication theory and research, photography, prose styles, writing for print, radio, and television, audio and video production, and new media.

Languages

Fluent in English, Cebuano, and Filipino