

# Matthew Keizo (Kei) Yuda

[LinkedIn](#) | [Writing Portfolio](#) | [Website](#) | [Email](#)

Digital marketing specialist with 4+ years of end-to-end marketing expertise across B2B and B2C industries. Specializing in front-end SEO, from keyword research to content creation and publishing. Diverse portfolio collaborating with niche cannabis dispensaries, blockchain startups, and brands like Havaianas. Currently handling the technical writing and coding of Google Ads and Merchant Center help content.

## Professional Experience

### Digital Marketing & Research Senior Associate | Google Operations Center – Philippines | Feb 2024 – Present

Google Operations Center (GOC) provides customer support and operational excellence for Google's products and services.

- Worked with a team that manages various Google Ads Help Center and Google Merchant Center Help Center articles and content
- Created and edited content through a life-cycle of drafting, HTML coding, revising, and various stages of peer and quality editorial reviews
- Collaborated with Google stakeholders and team members to create clear written content while adhering to Google's style guide and content models

### SEO Content Writer | NUOPTIMA – United Kingdom (Remote) | Aug 2022 – Feb 2024

NUOPTIMA, a 2022 UK Search Award Winner, is a digital marketing agency specializing in organic and paid content.

- Produced 80+ 2000-word SEO blog articles for **Lyphe**, a premier cannabis-based therapy clinic in the UK and Australia, achieving over 1.8 million impressions and 90,000 clicks within a year, as per Google Search Console (GSC) data
- Utilized Ahrefs for in-depth keyword research, successfully identifying high-value keywords that elevated content to rank within the top 10 for over 4,400 relevant search terms
- Crafted over 30+ SEO-optimized listicles and service pages for **The Influencer Marketing Factory**
- Authored over 20+ short-form backlink articles as part of the link-building strategy for clients, including **Denver Dentures and Implants, Deazy, and Microminder**

### Marketing Officer | Lion Labs – Philippines | Dec 2022 – Feb 2024

Lion Labs is the premier headshop in the Philippines, offering a wide range of herb-smoking-related products.

- Boosted social media traffic by 20.6%, coupled with a 71.1% increase in new followers as a result of end-to-end social media management in six (6) months
- Produced over 100+ high-impact marketing materials, including reels and lifestyle shots for FB and IG, resulting in a 294% increase in content interactions year-on-year
- Developed and executed marketing campaigns on Shopify, resulting in a 137% rise in marketing-driven sales and a 52% increase in conversion rates
- Conducted a Q3 SEO audit on the company website, leading to a 27% increase in search sessions and a PHP 40,000+ boost in search-driven sales by year-end

### SEO Content Writer | Latched Creative – Canada | Sept 2021 – Jun 2022

Latched is a specialized cannabis marketing agency known for elevating brands with SEO content strategies.

- Published over 60+ long-form SEO blog posts on cannabis, housing contractors, and industrial engineering firms for Canada and US-based clients

### Junior Content Writer | Andon – Australia (Remote) | Jan 2021 – Aug 2021

Andon provides comprehensive communications and management consulting services across various industries.

- Generated 5-6 original news content daily following an end-to-end process – from data collection, draft writing, link-building, formatting, and publishing
- Received over 2000+ unique clicks for an original news story
- Curated weekly newsletter campaigns that, on average, garnered over 7,000+ impressions
- Crafted a features series on manufacturing for **commercetools**, a SaaS e-commerce API provider

### Digital Brands Content Writer | BlissDrive – USA (Remote) | Sept 2020 – Nov 2020

- Prepared targeted SEO write-ups for multiple digital brands

### Content Writer | Eternus Global – Philippines | Aug 2020 – Oct 2020

- Created over 20 health-related articles and blog posts along with their respective meta descriptions, complying with standard SEO guidelines

### Content Writer and Copywriter | OoshTush – USA (Remote) | Mar 2020 – Oct 2020

- Crafted guides, landing pages, web copies, and product descriptions for skincare items

## Projects

### Market Researcher | año – Philippines | Oct 2023 – Jan 2024

año is a Philippines-based boutique restaurant & bar consulting company.

- Conducted comprehensive market research, identified F&B trends, and performed competitor analysis, culminating in a strategic report with actionable insights for an upscale resto-bar

### Crypto & Web3 Copywriter | Bebop Studios | Aug 2022 – Nov 2022

Bebop Studios is a crypto-focused creative marketing and consulting agency.

- Authored 28 content pieces ranging from press releases, how-to guides, and short-form blog posts for blockchain-centric clients, including **Everscale, GamerHub, and Blockchain Founders Fund**

### SEM and Social Media Copywriter | 5 Miles Lab – Hong Kong | Feb 2021

5 Miles Lab, an award-winning agency, specializes in social gaming and experiences for brands in the APAC region.

- Crafted social media copy for **Havaianas Hong Kong's** All Out Pride campaign
- Created SEM ad copy for **KPay Singapore**, an all-in-one payment solution serving merchants in SEA

**Software/Tools:** Ahrefs, WordPress, Surfer SEO, Chat GPT-4o, Copy.ai, Mailchimp, Google Trends, Canva, Adobe Photoshop, Capcut, Shopify, Meta Business Suite, Google Ads, Google Merchant Center

**Skills:** SEO content writing, SEM writing, copywriting, technical writing, keyword research, email marketing, social media marketing, graphic design, video editing, basic HTML, basic CSS, product photography

**Education:** University of the Philippines Diliman – BS in Biology | 2019-2021