



APRIL LAKILAK

**CONTENT WRITER, COPYWRITER, &
E-COMMERCE BUSINESS OWNER**



+639-532-397-635



april.jane.lakilak@gmail.com



Calamba City, Laguna, PH

WHO AM I?

Hello! I'm a content marketer and copywriter who loves to work with e-commerce brands, coaches, and digital marketing agencies. I'm also the founder of a young e-commerce brand in the grief and loss niche.

I believe that every piece of content can make or break your customer's first impression of your brand. That's why every content matters.

WHAT CAN I DO?

- Lead Generation - Create lead magnets and write landing page copy
- Email Marketing - Create sign-up forms, create lists, and craft emails in Klaviyo
- E-commerce - Set up basic Shopify websites and write on-brand web copy

WHAT'S ON MY PLATE?

NAKIKIRAMAY PH

www.nakikiramay.ph

Founder, Product Designer

2022 - Present

NAKIKIRAMAY PH is an e-commerce retail business I started in April 2022. Building a brand from scratch benefits me as a writer in two ways:

- It gives me first-hand experience in digital marketing, product research, Shopify website development, productivity, and more. This will help me write meaningful content on these topics.
- I am continuously learning the art of brand storytelling and how it helps brands form strong emotional connections with their audience.



NAKIKIRAMAY PH

— *Gifting the Grieving* —

NAKIKIRAMAY PH is a homegrown brand with the mission of making grieving people feel seen, heard, and understood with thoughtful "grief gifts". Our first offering is a guided grief journal that I conceptualized and designed.



Tiger Companies is a multi-brand e-commerce empire that dominates several industries including construction & surveying equipment, medical equipment & supplies, furniture, pet furniture and supplies, and a lot more.

TIGER COMPANIES

www.tigercompanies.com

Product Copywriter

2019 - Present

I write product descriptions, category descriptions, buyer guides, and other ad hoc content. My workflow usually looks like this:

- The manager gives me a set of products that I need to write copy for.
- I research each product carefully, noting the pain points it solves for target buyers and the compelling solution it offers.
- I write the copy with flair and a bit of SEO. I upload it to the backend of the website.

MY EXPERIENCE AS A GHOSTWRITER

From 2018 to 2020, I ghostwrote blog posts and guest posts for a busy:

- **WORDPRESS TUTORIAL CREATOR,**
- **WEB DEV COACH,** and a
- **DIGITAL MARKETING AGENCY OWNER**

who were all looking for a writer who could learn their industry, copy their voice, and consistently produce website-ready content.



I can't tell you who exactly I've ghostwritten for because of NDAs. But I can send you the drafts of articles I've written for them.

TRUST ME WITH...

- Producing quality content tailor-fit to your and your clients' industries
- Communicating well and building relationships with your existing team to ensure productivity
- Submitting my deliverables on or before the deadline