

ROSALIA MARCO-VIDANES

Digital Strategist | Creative Builder | Web & Business Systems

Quezon City 1113

iamrosalia.marco.vidanes@gmail.com

+63 925 809 6352

Professional Summary

Multidisciplinary digital professional with 20+ years of combined experience spanning digital marketing, content strategy, SEO, web publishing, communications, sales, teaching, and digital operations.

I have hands-on experience taking digital initiatives from concept through execution, including WordPress and modern web projects, multi-channel content programs, SEO, lead generation, platform operations, AI-assisted content production, and digital publishing.

In addition to that, I have a strong at translating business goals into practical workflows, content systems, customer journeys, and technology-enabled solutions. I am Comfortable working independently across strategy, execution, troubleshooting, and stakeholder coordination in remote environments.

Connect with me via Linkedin.com here: Rosalia Marco Vidanes - Professional page: <https://www.linkedin.com/in/rosalia-marco-vidanes>

More details about me on these pages:

<https://linktr.ee/JetWebStudio>

<https://rosaliamarcovidanes.journoportfolio.com>

Willing to relocate: Anywhere

Work Experience

Digital Product & Platform Builder

Personal Project

November 2025 to Present

These are personal projects that I have been working on:

SERBISYO247PH / TRENDZCENTRALE | Digital Product & Platform Builder | 2026–Present

- Developed a modern service marketplace using React and Supabase, working across front-end experience, database architecture, platform workflows, and backend integrations.
- Designed provider/client journeys and marketplace features including onboarding, booking, scheduling, invoicing, communications, and related platform workflows.
- Applied SEO, structured data, metadata, performance optimization, branding, and conversion-focused page improvements across the platform.
- Explored AI/API-enabled content and publishing automation to support scalable marketing operations.

MY PIXELPULSE HUB | Founder & Digital Architect | Nov 2025–Present

- Built and manage an independent digital publishing and media platform for original books, audiobooks, music, and digital content.
- Directed the lifecycle of a multi-book series using AI-assisted voice, visual production, web publishing, and multimedia workflows.
- Established international distribution workflows using Lulu, InAudio, Amazon KDP, and Draft2Digital, while managing the supporting web presence.

Developed promotional concepts and content designed to build audience, traffic, and long-term digital product revenue.

Voice AI Director & Language Consultant (Freelance)

Voices.com-Remote

April 2026 to April 2026

- Directed and coached voice talents during live recording sessions to ensure high-fidelity, natural-sounding audio for a major Tagalog AI voice cloning project.
- Provided linguistic oversight, correcting nuances in pronunciation, intonation, and cultural inflection to improve the accuracy of AI-generated speech models.
- Managed quality control for raw audio datasets, ensuring all deliverables met the strict technical specifications required for AI model training.
- Refine recording scripts, optimizing them for natural conversational flow and phonetic diversity.

Social Media & Digital Operations Manager

Geeks Marketing-Quezon City

November 2023 to March 2026

Social Media & Digital Operations Manager Feb 2025 – Mar 2026

- **High-Volume Content Production:** Executed a rigorous publishing schedule of 150+ custom assets per month, manually designing static graphics and videos for 10 distinct social media platforms.
- **Full-Stack Web Ownership:** Served as the sole administrator for GraphicDesignerGeeks.com and PoliticallyYours.com; managed all WordPress design, content uploads, and plugin integrations to ensure 100% site uptime.
- **Systems & CRM Infrastructure:** Established the foundational structure for virtual assets and lead management, transitioning the company from manual tracking to a centralized CRM workflow.
- **Brand Development:** Defined the visual identity for new domains and landing pages, balancing creative design with technical functionality to support business expansion.

Virtual Marketing Assistant Nov 2023 – Feb 2025

- **Multi-Brand Growth:** Supported a Texas-based client by managing digital marketing efforts across several online business portfolios.
- **Content & SEO:** Boosted online visibility through consistent social posting, directory listings, and targeted lead generation tactics.
- **WordPress Maintenance:** Assisted in the initial design phases and technical upkeep of company websites, ensuring a cohesive user experience.

Virtual Sales and Marketing Assistant

SEO Business - Private Client-Remote

June 2023 to August 2023

Create and manage social media and GMB accounts of my client

Outbound Sales Representative

Windsights Marketing-Caloocan, Quezon City

April 2023 to April 2023

Sell shares of stocks to private clients.

JC PREMIERE and TOKTOK MALL ONLINE FRANCHISE CONSULTANT

WFH-Caloocan, Quezon City

March 2020 to March 2023

JC Premiere and TokTokmall are two of the many affiliated companies of JC PREMIERE BUSINESS INTERNATIONAL INC. and Siomaiking built to help Filipinos create various sources of income through online franchising of well-favored brand, health and beauty brands, and more.

Online English TEACHER

LONGONE-Philippines

January 2023 to January 2023

Teach English as a second language to kids and adults.

Article Writer

DTK Nail Supply, Inc-Remote

January 2018 to May 2021

Write two to three 1500 to 2000- word articles per week for <https://dtknailsupply.com/blog>.

Blog Post Writer

Pregnancyskinexpert.com-Remote

March 2018 to July 2020

Write two articles (1500-2000 words each) for a clients' e-commerce site. The article topics revolve around pregnancy skin care and skin care product reviews.

Academic Paper Writer

Writerbay.com-Remote

December 2017 to December 2019

Write research papers following one of these writing formats (MLA, Chicago, APA, or Harvard) for assigned clients.

Remote Writer

Quadcore Enterprise-Remote

September 2016 to November 2017

Write/edit articles as assigned.

Social Media Marketer

Avalanche Media Company-Remote

March 2017 to March 2017

Scrape data from assigned social media platforms.

Remote Writer

Dengi Careers

October 2016 to November 2016

Write 2000 to 2500 Amazon product reviews on topics required by the client.

Content Writer

Private Client-Remote

September 2016 to September 2016

Write website content.

Professional SEO Content Writer Required for a Month

Techno Services-Remote

September 2016 to September 2016

Write/edit website content.

Remote Freelance worker

Upwork.com-Remote

February 2013 to September 2016

Extend remote assistance to clients to provide SEO articles, product reviews, WordPress site management, e-book content creation, and other content for the web.

SEO Writer

Optimizex-Remote

January 2011 to April 2016

A home-based job that required me to write articles for a number of Arizona-based websites, themes of which include textiles, eye health, children's dental health, Arizona pieces of jewelry and arts, a client's personal blog, and more. January 11 to April 2016.

Article Writer

The Pirotta Group

January 2016 to March 2016

Create content for an ebook focused on financial education and management.

Remote Trending Technology News Writer for DroidReport.com

IBTimes Australia-Remote

January 2016 to January 2016

Write SEO trending news articles for Droidreport.com. Articles written are accessible through this link: <https://rosaliarmacovidanes.journoportfolio.com>

Unit Manager

The Insular Life Assurance Company, Ltd.-Calamba, Laguna

May 2014 to December 2015

Worked on commission-basis to assist the company in launching successful marketing drives to promote its life, protection, savings, as well as investment-linked insurance products. Manage a group of qualified financial advisers. May 2014 to December 2015.

Writer

We Love Face Painting-Remote

August 2013 to July 2015

Write blog posts for the company's website.

Home Theatre Article Writer

Protocol IT IS Services Pty Ltd-Remote

May 2013 to January 2015

Write SEO articles and have them uploaded on the client's WordPress and FB pages.

Instructor

Excel Tutorials-Caloocan, Quezon City

April 2014 to April 2014

Taught high school graduates from various schools in the Philippines the skills needed in taking College Admission Testing, as well as the rules of grammar and Communication. April 2014.

Blogger, former success coach

FanBox.com

January 2005 to January 2014

Lifestyle blogger and coach.

Information Officer III

Philippine Overseas Employment Administration (POEA)-Caloocan, Quezon City
February 2004 to December 2004

Drafted messages for the Administrator, press releases, memoranda, correspondence and articles for the POEA Gazette; Coordinated with other government agencies and media outfits for news on relevant occurrences; Edited news monitoring reports for submission to the Director.

Employees' Compensation Commission (ECC). The ECC is an attached agency of the DOLE that initiates policies and programs toward adequate occupational health, safety and accident prevention in the working environment, rehabilitation and other related programs and activities.

Executive Assistant I. Detailed to the Office of the Assistant Secretary

Internal Affairs, DOLE, Central Office-Manila, Manila
June 2002 to February 2004

Drafted letters/messages for the Assistant Secretary for Internal Affairs; Served as focal person for the Poverty-Free Zone (PFZ) program of the Department; Coordinated with other government agencies and attached agencies (i.e. International Labor Organization, National Youth Commission); Represented the Office in meetings in the absence of the Assistant Secretary.

Executive Assistant I. Detailed to the Office of the Secretary

DOLE Central Office-Manila, Manila
February 2002 to May 2002

Drafted letters/messages for the Secretary and the Chief of Staff; Coordinated with other government and International organization/s concerning related projects/assignments.

Client Satisfaction Officer and Inside Sales Officer

Desner Electronics Philippines Co., Ltd-Mandaluyong City
March 2000 to September 2001

A Singapore-based company that markets memories and systems to other computer firms (manufacturing, seller or re-seller). March 2000- September 2001.

Client Support Officer/Internal Sales Officer. Served as Logistics Officer; Coordinated with online job advertisers (i.e. JobsDB, Jobstreet.com, etc.) for the human resource requirements of the company; Pre-screened applicants; Identified niche market; Prepared weekly report and submitted them to the Asia Pacific Regional Manager; Prepared and presented business proposals to target markets for memories (Millenium Computers, ABC Computers, Lamco International, etc.).

DZAS Announcer/Producer

Far East Broadcasting Company (FEBC)-Valenzuela
August 1999 to December 1999

FEBC, Karuhatan, Valenzuela City. Wrote scripts for program breaks; Acted as a voice talent; Co-hosted a special Christmas programming for Pinoy Espesyal, 426, Ikaw at Ako, and Heartline; Coordinated with other staff from the traffic and production groups for other related assignments; Prepared "vox pops."

Instructor

University of Perpetual Help System-Binān, Laguna
June 1999 to October 1999

Taught Communication Theories, Drama and Theater Arts, and Audio-Visual Communication.

Instructor IV

University of the Philippines-Manila, Manila
June 1998 to May 1999

Taught Argumentation and Debate, Group Discussion, Forms of Public Address, and Communication III (a general education course).

Instructor

University of the Philippines-Calooocan, Quezon City
May 1995 to May 1999

The University of the Philippines is one of the prestigious universities in the Philippines offering undergraduate, graduate as well as post-graduate education. A number of UP campuses are situated in major cities in the country. May 1995- May 1999.

Teaching Associate

University of the Philippines-Calooocan, Quezon City
June 1997 to May 1998

Taught Communication III; Adviser Speech Majors' Society

Instructor I.

University of the Philippines-Calooocan, Quezon City
June 1995 to May 1998

Taught Communication III; appointed as DSCTA rapporteur. Produced a segment of the Faculty Follies; Acted in stage plays, Feb '96

Lecturer. English Proficiency

University of the Philippines-Calooocan, Quezon City
January 1996 to January 1997

Taught Communication III.

Production Assistant/Finance Manager

University of the Philippines-Calooocan, Quezon City
June 1996 to August 1996

Actor, UP Sining Pangkabataan, "Bisperas Ng Pasko" (A Musical)

Lecturer

University of the Philippines-Calooocan, Quezon City
January 1996 to January 1996

Teach Communication III.

Education

Speech Communication (all but thesis) (M.A)

University of the Philippines
January 1996 to January 1998

Speech and Drama (Cum Laude) (B.A)

University of the Philippines
January 1991 to January 1995

Skills

- Web development
- Content Publishing

- Tutoring
- Research
- Marketing Operations
- Sales support
- digital workflows
- Data collection
- Search Engine Optimization (SEO)
- Customer service
- Business Automation
- Web design
- Content Creation
- Negotiation
- Digital Marketing
- Proofreading
- Web Management
- Creative Writing
- Google Analytics
- Analysis skills
- Teaching

Languages

- English - Fluent
- Tagalog - Expert

Links

<https://linktr.ee/JetWebSolutions>

<https://rosaliarmacovidanes.journoportfolio.com>

<https://www.amazon.com/~e/B09MQ9RY53>

Certifications and Licenses

Teaching English as a Foreign Language

March 2022 to Present

120 Hours Teaching English as a Foreign Language Course

Fundamentals of Digital Marketing

August 2021 to Present

Civil Service Eligibility by provision of Presidential Decree #907

April 1995 to Present

National Certificate III in Bookkeeping.

November 2019 to November 2024

Publications

Milo and the Midnight Library Collection

<http://mypixelpulsehub.com>

December 2025

Milo and the Midnight Library is a magical fantasy collection that I created, together with it companion audiobooks and original soundtracks, and exclusive digital resources. My Pixel Pulse Hub houses these whimsical tales, creative art, and imaginative adventures for readers of all ages.

Additional Information

- Competent writer
- Experienced educator
- Experienced online and offline marketer
- Knowledgeable in SEO, HTML, web designing, internet marketing, e-commerce
- Knows how to drive (light vehicle)
- Computer literate (Word, Excel, Powerpoint, Pagemaker, Frontpage, HTML, Google tools)