



**ARLIZ KRISTAL
MAE P. REYES**
CREATIVE DIRECTOR

PORTFOLIO LINK

OBJECTIVE

Help clients translate their brands to the ever-changing Amazon world, increasing their sales through optimized content while ensuring brand consistency

PERSONALITY

- DISC - Conscientious
- Myers-Briggs - Advocate (INFJ-T)

LANGUAGES

- Filipino
- English
- Cebuano
- American Sign (ASL)



EXPERIENCE IN YEARS

- 6 years - SEO Copywriter & Content Marketing Writer
- 3 years - Blog/Copy Editor
- 3 years - English & Journalism Teacher
- 2 years - Amazon Content Manager (copy & design)

CONTACT INFO.

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Address General Santos City, PH

PROFESSIONAL DIGITAL EXPERIENCE

Creative
Director
↑
Content
Manager
↑
Copywriter

Ares Projects • July 2021 - Present

- Manages the content team with 5 copywriters, 4 graphic designers/video editors, 3 keyword researchers, 2 QA specialists, 2 admin assistants, & 1 3D graphic artist
- Performs final copy & design QA checks on all types of Amazon Content – titles, bullets, listing images, 3D renders, product descriptions, A+ Content, videos, storefront, posts, & backend keywords & information
- Delegates tasks to copy & design QA specialists, copywriters, designers, keyword researchers, & administrative assistants
- Evaluates keyword research & monitoring spreadsheets, providing feedback to researchers
- Develops & improves SOPs for keyword researchers, copywriters, graphic designers, video editors, & admin assistants of the content team
- Creates & revises templates for keyword research & monitoring, listing copies, listing images, A+ content, storefront, & videos
- Ensures content deadlines are met without compromising quality
- Sets & keeps track of personalized KPIs for each team member
- Develops creative briefs for brands without brand guidelines & approves brand approach guides that will be used for the duration of the project
- Liaises with account & PPC managers to address content issues
- Communicates with clients via Zoom, Slack, Email, & Monday.com
- Streamlines operational processes within the agency, initiating & revising interdepartmental SOPs
- Approves Social Media Content as requested by clients
- Stays updated with content-related Amazon guidelines
- Acts as keyword researcher, copywriter, & graphic designer as needed
- Interviews & trains copywriters, designers, & keyword researchers
- Provides training materials & records videos for the content team
- Communicates with team members clearly & as promptly as possible via Monday.com, Slack, & email

Content QA
& Copy Lead
↑
Amazon
Content
Lead &
Coordinator
↑
Copy Editor

Novaao • Oct 2020 - July 2021

- Wrote & performed copy & design QA checks on all website & Amazon content such as product listing copies, listing images, videos, A+ content, sales copies, emails, blog posts, etc.
- Wrote & performed copy & design QA checks on packaging materials such as labels, boxes, & pouches
- Ensured that all content contains flawless grammar, spelling, punctuation, improved sentence structure & syntax, etc.
- Ensured that all product listings have undergone Keyword Optimization prior to publishing
- Created, updated, & implemented Amazon Copy & Design SOPs
- Initiated the Amazon Style Guide for various brands under the categories: skincare, supplements, natural sweeteners, & teas
- Managed & delegated Amazon content tasks to copywriters & graphic designers through Asana & Slack
- Provided feedback to team members as needed
- Performed Keyword Research using Helium 10 & Seller.Tools
- Served as a stand-in designer for Amazon listing images

Writer/
Virtual
Assistant

D Is for Disney • May - June 2020; Jan - Feb 2021

- Wrote & published search engine optimized news & evergreen articles using WordPress
- Edited & published YouTube videos

Copywriter/
Content
Marketing
Writer/
Virtual
Assistant

SEOTek • June 2016 - Jan 2019

- Wrote & published evergreen content using WordPress
- Wrote in-depth reviews of various Amazon products
- Proofread evergreen articles
- Applied SEO strategies to blog posts
- Collated information of prospective clients using MS Excel
- Contacted prospective clients through email
- Designed clients' logos & websites

PLATFORMS

COMMUNICATION

- FaceTime
- Google Hangouts
- Google Meet
- Slack
- Skype
- Voxer
- WhatsApp
- Zoom

PROJECT MANAGEMENT

- Airtable
- Asana
- Monday.com
- Trello

WORD PROCESSING & PRESENTATION

- Google Workspace
- Grammarly
- Microsoft Office
- WordPress

KEYWORD RESEARCH

- Helium10
- Seller.Tools
- Yoast

PHOTO & VIDEO EDITING

- Adobe Lightroom
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Canva
- Figma
- Videoscribe
- Wondershare Filmora

SOCIAL MEDIA MANAGEMENT

- Buffer
- Hootsuite
- Later

FIND ME ON...

- [LinkedIn](#)
- [Etsy](#)

EDUCATIONAL BACKGROUND

**Bachelor of Arts
Major in Mass
Communication**

Notre Dame of Dadiangas University, Year Graduated: 2013

Special Awards:

- College of Arts and Sciences Top 1 Academic Awardee, *Parangalan* (Awarding of Honors) 2011
- Best Director in a Documentary, 5th MassCom Short Film Festival 2011
- Best Editor in a Documentary, 5th MassCom Short Film Festival 2011
- Best Field Reporter, Campus Patrol, 2010 Intramurals

**Master in
Development
Communication**

University of the Philippines Open University, 2016-2018

- Earned 24 units

SKILLS

WORK ETHIC

Detail Orientation	● ● ● ● ●
Communication	● ● ● ● ●
Responsibility	● ● ● ● ●
Organization	● ● ● ● ●
Productivity	● ● ● ● ●
Leadership	● ● ● ● ●

WRITING

News Story	● ● ● ● ●
Internal Endorsement	● ● ● ● ●
Memorandum	● ● ● ● ●
Style Guide Development	● ● ● ● ●
Video Script	● ● ● ● ●
AP Style Guide	● ● ● ● ●
Feature Article	● ● ● ● ●
Radio Script	● ● ● ● ●
Executive Letter	● ● ● ● ●
Academic/Position Paper	● ● ● ● ●
Editorial Article	● ● ● ● ●

EDUCATION

Teaching	● ● ● ● ●
Tutoring	● ● ● ● ●
Training	● ● ● ● ●

CONTENT

Amazon	● ● ● ● ●
Content Marketing	● ● ● ● ●
Copywriting	● ● ● ● ●
Proofreading	● ● ● ● ●
Mechanical Editing	● ● ● ● ●
Substantive Editing	● ● ● ● ●
SOP Development	● ● ● ● ●
Website & Blogging	● ● ● ● ●
Keyword Research	● ● ● ● ●
Social Media	● ● ● ● ●
Etsy	● ● ● ● ●

MULTIMEDIA

Presentation	● ● ● ● ●
Photo Editing	● ● ● ● ●
Video Editing	● ● ● ● ●
AMZ Graphic Design	● ● ● ● ●
Logo & Poster Design	● ● ● ● ●
Audio Mixing & Editing	● ● ● ● ●

OTHERS

Interviewing	● ● ● ● ●
HTML	● ● ● ● ●

HOBBIES AND INTERESTS



Biblical
Exegesis



Reading



Photo
Editing



Anime



Music