

LOUIGIJAN PAUL BALAO

Baguio City, Benguet 2600

09694276341 - louigibalao.personal@gmail.com

PROFESSIONAL SUMMARY

Flexible writer ready to take on varied and diverse projects. Equally skilled at delivering technical whitepapers and promotional ad copy. Known for fulfilling duties typically assigned to several writers and editors. Keen to take ownership of brand identity initiatives and customer outreach efforts.

SKILLS

- Copyediting
- Social Media Copywriting
- Proofreading
- Blog Post Writing
- Long-form content
- Ad copywriting
- Content Strategy
- Content Generation
- Headline creation

WORK HISTORY

04/2024 to Current

Copywriter

The Game Markter – London, United Kingdom (Remote)

- Optimizing and creating game-centric copy for creative briefs and online content for different game developers and their respective social media platforms.
- Adapt writing style to match various game genres and campaign tones, from casual to narrative-driven content.
- Collaborate with developers and marketers to deliver clear, creative messaging that drives player engagement.

11/2021 to 03/2024

Digital Copywriter

Skyrocket Studios – Mandaluyong City, Metro Manila, Philippines

- Focuses on digital-related materials such as web copy, SEO, article creation, and social media content (organic and paid advertisements)
- Formatted copy to align with project-specific guidelines.
- Improved overall brand voice consistency by refining company guidelines for tone and style in written materials.

03/2021 to 11/2021

Multimedia Producer

Yugatech

- Company Overview: (NET3PRENEURS,INC)
- Provided daily content and news published on the company's website and social media pages
- Created original content, game coverage, device comparisons, feature articles, and tech jargon analysis
- (NET3PRENEURS,INC)

01/2018 to 01/2019 **Audio Visual Production Associate**

Green Media Group

- Handled event visuals and post-production tasks
- Provided aid for live screening events in DE LA SALLE University

01/2017 to 01/2018 **Publicity and Production Associate**

DLSU Council of Student Organization

- Assisted in facilitating the organization's public events and its respective posters
- Handled conflicts with other organizations under CSO

EDUCATION

01/2020

AB: Communication Arts

De La Salle University - Manila

- Studied media history, theory, and its developmental role in society.
- Practiced radio broadcasting, film production, television production, and print.

WEBSITES, PORTFOLIOS, PROFILES

- [linkedin.com/in/louigi-balao750131208](https://www.linkedin.com/in/louigi-balao750131208)
- <https://therainydaywriter.journoportfolio.com/>

REFERENCES

- JV Micah Ambata, Video Editor for Hazel Skye UK, jvambata@gmail.com, (0915) 400 1033
- Nikka Varandmal, Senior Copywriter for Propel Manila, nikkavarandmal@gmail.com, (0995) 977 8166

CERTIFICATIONS

- C1 Advanced English Level, International English Test, 2024 February