

Louigi U. Balao

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WORK EXPERIENCE

The Game Marketer

Apr. 2024 – Present

Digital Copywriter

London, United Kingdom (Remote)

- The Game Marketer is an agency dedicated to enhancing game developer brand presence through various marketing initiatives.
- Engaged in sessions that create campaign concepts that increase excitement for the client's upcoming game or product.
 - **Key Result:** Developed engaging social media content for brands like Raid: Shadow Legends, Everholm, and Humble Bundle through collaborative and strategic brainstorming.
- Ideated, optimized, and briefed game-centric copy for diverse gaming genres.

PLDT Next Upgrade

Sep. 2022 – Present

Content Writer

Metro Manila, Philippines (Remote)

- Next Upgrade is a web magazine that informs, educates, and empowers Filipinos to embrace smart home living.
- Created relevant technology information and engaging creative articles that benefit the Filipino reader.
 - **Key Result:** Positioned as one of the lead writers for its Technology and Gaming sections.

Skyrocket Studios

Nov. 2021 – Mar. 2024

Digital Copywriter

Metro Manila, Philippines (Remote)

- As a full-service digital marketing agency, Skyrocket Studios enhances brand visibility through strategic SEO, engaging social media campaigns, and unique content solutions.
- Improved and maintained brand voice consistency throughout various content executions within their respective platforms.
 - **Key Result:** Delivered long-running campaign for Marugame Udon PH within the second year of the contract, driving a 254% increase in Instagram followers, 5,434% surge in TikTok followers, and 3,856% boost in Facebook page reach.
 - **Key Results:** Played a key role in establishing and launching Yonder, a serialized fiction platform partnered with Wattpad.
 - **Key Results:** Served as the dedicated copywriter for Jaguar and Land Rover's social media content for two years, writing compelling organic and paid posts.
- Focused on digital materials such as web copy, SEO, and articles to enhance online visibility and user engagement for clients.

Yugatech

Mar. 2021 – Nov. 2021

Multimedia Producer

Metro Manila, Philippines (Remote)

- Yugatech is a leading technology news site in the Philippines, offering the latest news and reviews on technology and gadgets.
- Provided relevant daily content and news for the website and social media platforms.
- Created original content, including game coverage and tech analysis that aids the understanding of readers.

EDUCATION

De La Salle University – Manila

Jan. 2020

Major: AB Communication Arts

Metro Manila, Philippines

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** C1 Advanced English Level, International English Test, February 2024
- **Skills:** Technical Writing; Brand Development; Copyediting; Ad Copywriting; Social Media Copywriting; Content Strategy; Proofreading; Content Generation; Blog Post Writing; Headline Creation; Long-form Content.
- **Interests:** Building Computers; Japanese Culture; Fictional Literature; Video Games; Penguins