

# LOUIGIJAN PAUL U. BALAO

Baguio City, Benguet, PH • louigibalao.personal@gmail.com • (+63) 969-427-6341 • linkedin.com/in/louigi-balao

## PROFESSIONAL SUMMARY

---

Advertising copywriter and creative journalist with experience across lifestyle and gaming accounts including Marugame Udon, Yonder, Raid: Shadow Legends, and TapNation. Skilled in developing strategic, SEO-driven content that delivers strong results. Adept at researching trends and crafting highly digestible articles that create a lasting impact.

## EXPERIENCE

---

### THE GAME MARKETER

London, UK (remote)

#### Copywriter

Apr 2024 – PRESENT

- Contributes to ongoing TikTok content strategy and production for *RAID: Shadow Legends*, driving sustained growth in reach, engagement, and viewership.
  - Increased initial organic views from 199K in 2023 to 756K in 2025 (+49.67 YoY) with engagement rates rising 57.64%, driving consistent month-over-month performance.
  - Scaled baseline monthly views from 8K to 40K within a two month rollout.
- Served as main copywriter for *King of Retail*, developing paid media copy anchored in best SEO practices across multi-phase (pre-, launch, and post-launch) campaigns.
  - Executed structured campaign messaging that aligned with launch beats.
  - Produced press releases featured on major outlines such as IGN, The Verge, and etc.
- Operated as dedicated content writer for *TapNation*, producing engaging, brand-aligned blog content covering the latest tech innovations and trends in the gaming and mobile industry.

### COMMERCE CENTRIC

London, UK (remote)

#### Copywriter

Apr. 2024 – PRESENT

- Contributed to marketing strategy, PR, and creative production for *Rocks Off's "What's Your Vibe"* campaign, driving a 306% increase in orders, 222% revenue growth, and a 53% rise in organic impressions.
- Helped drive digital, creative, and Shopify store management efforts for *Kastel's USA* product launch, resulting in a 100% increase in revenue and generating over 2M impressions within a one-month campaign period.

### PLDT NEXT UPGRADE

Metro Manila, PH (remote)

#### Lead Content Writer

Sept. 2022 – PRESENT

- Recognized as one of the lead writers for the Technology and Gaming sections, creating engaging and informative articles for Filipino readers covering smart home living, gaming, and emerging tech trends.

### SKYROCKET STUDIOS

Metro Manila, PH (hybrid)

#### Copywriter

Nov. 2021 – Mar. 2024

- Maintained and improved brand voice consistency across multiple content executions and platforms, ensuring cohesive and impactful messaging for clients.
  - Delivered a long-running campaign for *Marugame Udon PH*, driving a 254% increase in Instagram followers, 5,434% growth in TikTok followers, and a 3,856% boost in Facebook reach.
  - Played a key role in establishing and launching *Yonder*, a serialized fiction platform in partnership with Wattpad.
  - Served as dedicated copywriter for *Jaguar* and *Land Rover's* social media for two years, producing high-performing organic and paid content.

- Acted as a ghostwriter for *Max's Group*, developing a digestible, magazine-style annual report covering key brands such as *Yellow Cab*, *Pancake House*, and *Max's Restaurant*.

## **YUGATECH**

Metro Manila, PH (remote)

### **Multimedia Producer**

Mar. 2021 – Nov. 2021

- Produced relevant daily content and news for website and social media platforms, ensuring timely and engaging updates for audiences.
- Created original content including game coverage and tech analysis to enhance reader understanding, while covering major live events such as product launches from *Apple*, *Samsung*, *Predator*, and *MSI*.

## **EDUCATION**

---

### **DE LA SALLE UNIVERSITY-MANILA**

Taft Ave., Manila, Metro Manila

#### ***Bachelor of Arts, Major in Communication Arts***

Jan. 2021

- Affiliations: DLSU Green Media Group (Associate, Audio Visual Production), Council of Student Organization (Assistant Team Head, Creatives)

## **OTHER**

---

- Relevant Skills: Technical Writing, Creative Thinking, Content Strategy, Trend Research, Ad Copywriting, Proofreading, Ghost Writing, Long-form Writing, Social Media Writing
- Certifications: C1 Advanced English Level, International English Test (Feb. 2024)
- Languages: English, Filipino