

# LOUIGIJAN PAUL U. BALAO

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## SUMMARY

Proactive copywriter and tech journalist offering three years of industry experience consistently recognized for delivering high-quality products efficiently. Adept at crafting compelling narratives through grounded research, resulting in engaging and informative pieces.

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## EXPERIENCE

### **Content Writer, 09/2022 - Current**

#### **PLDT NextUpgrade - Makati City, PH**

- Positioned as one of NextUpgrade's Web Magazine lead writers for its technology and gaming sections.
- Delivered high-quality written content that was insightful, informative, and entertaining.
- Kept up-to-date with emerging technologies and gaming-centered news that fuelled fresh and relevant content pieces.
- Managed workload efficiently and with consistent quality, despite tight deadlines

### **Digital Copywriter, 11/2021 - Current**

#### **Skyrocket Studios - Mandaluyong City, PH**

- Brainstormed creative executions based on digital insight and statistics that better engage with target audiences, improving overall digital existence of different brands.
- Incorporated keywords throughout copy to improve SEO performance, supporting promotional efforts for both fresh and sustaining brand campaigns.
- Created copy for social media posts that aligned to social media trends and client requests, all while keeping brand tone in check.

### **Multimedia Producer, 03/2021 - 11/2021**

#### **Yugatech - Makati City, PH**

- Conducted in-depth reviews of various technology products, including smartphones, laptops, wearables, gaming peripherals, and other consumer electronics.
  - Published daily articles centered around relevant technology news.
  - Pitched, created, and refined video content for both short and long form.
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## WEBSITES, PORTFOLIOS AND PROFILES

[linkedin.com/in/louigi-balao750131208](https://www.linkedin.com/in/louigi-balao750131208)

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## CONTACT

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## SKILLS

- Efficient Time Management
- Communication Skills
- Resourcefulness
- Technical Writing
- Creative Writing
- News-Writing Skills

## EDUCATION

**Bachelor of Arts, Communications , 2020**

**De La Salle University** - Manila City

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## REFERENCES

Can be given upon request.