



# SAMANTHA ILETO

Digital Marketing Copywriter

63-956-495-5010

samanthaileto.d@gmail.com

[samileto.journoportfolio.com](http://samileto.journoportfolio.com)

Metro Manila, Philippines

[tinyurl.com/iletoworks](http://tinyurl.com/iletoworks)

## EDUCATION

### High School

St Paul University QC  
2010 - 2014

### Undergraduate (Pharmacy)

University of Philippines Manila  
2014 - 2016

### Bachelor of Science in Psychology

Far Eastern University Manila  
2016 - 2020

## SKILLS

- Branding
- Copywriting
- SEO
- Email Marketing
- Digital Marketing
- Social Media Marketing
- Branding

## LANGUAGES

- ENGLISH
- FILIPINO

## ABOUT ME

I am a writer with one mission—to turn words into your company's next big win!

I write conscious copy to connect you with the right people, communicate your message, and inspire action. My passion lies in transforming ideas into compelling narratives that not only capture attention but also drive results.

## WORK EXPERIENCE

Creative Copywriter

**LeapTide Creatives**

March 2024–Present

I craft persuasive and engaging marketing content across various platforms, including advertisements, websites, social media marketing, email newsletters, SEO blogs, scripts, and printed materials, ensuring their effectiveness in captivating target audiences.

Additionally, I provide flexible writing support for diverse clients in the small business industry, tailoring messaging and content strategies to meet their unique needs and objectives.

Copywriter

**Prodigy Digital Agency Inc.**

Jan 2022–March 2024

I specialize in crafting attention-grabbing social media captions and copy, meticulously tailored for both organic content and paid ads. Beyond that, I take pride in generating comprehensive content, ranging from long-form SEO articles, case studies, newsletters, and website content to print materials, showcasing my versatility in writing styles.

Additionally, I actively contribute to the development of Brand Books, playing a key role in shaping compelling narratives for both the agency and clients. I also help in writing scripts and storyboards, transforming creative concepts into tangible and engaging content.

Copywriter

**Pendulum Insights**

Oct 2022 - March 2024

Within this Prodigy sub-brand, I play a vital role in supporting coaches and content creators to boost their social media presence. This involves crafting engaging copy and captions for their social media posts, ensuring a distinct and memorable online identity. Additionally, I contribute to the creation of impactful content for their reels, aiming not only for visibility but also for a lasting impact.

I further connect with audiences through well-crafted newsletters, delivering timely and exciting updates to maintain a strong connection. My involvement extends to strategic marketing efforts, where I play a key role in shaping the narrative and developing persuasive materials for webinars.

Beyond social media and newsletters, I also contribute to refining their online presence by writing compelling copy for their websites.

## WORK EXPERIENCE

Copywriter

**Starling Digital**

Oct 2023– March 2024

Within this Prodigy sub-brand, I empower small businesses and startups by cultivating a compelling social media presence and crafting impactful content. This involves developing attention-grabbing content for both organic posts and paid ads, leveraging insights and analytics to optimize performance. I stay attuned to current trends and audience preferences, ensuring our approach remains fresh and relevant to the unique needs of small businesses.

Freelance Writer

**Livingston Research**

June 2020 – Dec 2021

I specialized in crafting research articles with topics about Humanities and Social Sciences. I meticulously proofread papers and journals to ensure precision and clarity. Beyond that, I extended my skills to design engaging marketing materials, including posters, to enhance visual communication. Using Canva, I brought information to life through visually appealing brochures, infographics, and various promotional materials. Additionally, I contributed to impactful presentations by writing engaging keynotes and content.

Social Media Manager

**Go Casual! Clothing & Shoes Store**

July 2018 – Dec 2019

My role involved crafting attention-grabbing headlines, developing share-worthy material, and staying abreast of industry trends to ensure the brand's online presence remains dynamic and relevant. I take pride in contributing to tangible results, including increased brand visibility, follower growth, and a more robust online footprint.

## VOLUNTEER WORKS

Email Copywriter

March 2022

**Holistic Kids Foundation**

I crafted monthly themed emails showcasing the foundation's endorsed causes and activities.

Social Media Copywriter

**Second Chance Studios**

March 2022

I supported in crafting captions for their social media fundraising campaign and generated graphic designs using Canva for content.

Social Media Copywriter

April 2022

**The Changing Lanes Incorporated**

I created a social media content calendar with the aim of encouraging the audience to sign up for their free courses and contribute to their cause through donations

Seo Content Writer

April–May 2022

**Ocean Blue Project, Inc**

I provided flexible copywriting support and wrote blogs about their cause and partnerships with other non-profit organizations.

## REFERENCES

Ilyanah Equiban

Prodigy Digital Agency Inc.

Chief Operating Officer

Email : Ilyanah.prodigy@gmail.com

Gabriel de Luna

Prodigy Digital Agency Inc.

President and Co-Founder

Email : gab@prodigy.rock

## WORKSHOPS

Lead Generation Masterclass

Speakers: Mr. Ash Goel & Mr. Armand Morin  
February 2022

Persuasion and Social Psychology

Speakers: IE Professor Jaime Veiga  
February 2022

Digital Marketing in Social Media

Speakers: Gabriel Billones  
March 2022

Around the Word: Digital Marketing and Copywriting Webinar

Speakers: Ms Pearling Lim Ms Sofia Onte  
May 2022

## CERTIFICATIONS

Coffee Copywriting Course

Kurso.ph

January 2022

Learning Conversion Copywriting

Marketing: Copywriting for Social Media

Email Marketing: Strategy and Optimization

LinkedIn Academy

February to March 2022

Social Media Marketing

Digital Marketing

Digital Advertising

Content Marketing

SEO Certification

HubSpot Academy

February to March 2022

Digital Course Academy

Amy Porterfield

November 2023