



June Richard B. Baylon

**Content Executive /
Copywriting Specialist**

Contact

Address

Davao City, Philippines 8000

Phone

09190958703

E-mail

moonday1322@gmail.com

WWW

<https://bold.pro>

[/my/junerichardb-baylon-](https://my.junerichardb-baylon-240502142108/173r)

[240502142108/173r](https://my.junerichardb-baylon-240502142108/173r)

Websites, Portfolios, Profiles

- <https://richardrickss.portfolio.com/>

Skills

- Content Strategy
- Campaign Planning
- Cross-Functional Team
Collaboration

Strategic Content Executive with 12 years of experience in content strategy, campaign planning, and digital copywriting. Skilled in developing and executing multi-channel content that drives brand growth, customer engagement, and measurable ROI.

Adept at leading content lifecycles—from ideation and production to optimization and performance tracking.

Recognized for mentoring teams, aligning content with business objectives, and leveraging SEO and data insights to enhance visibility and conversions.

Proven ability to transform audiences into loyal customers through compelling storytelling and strategic execution.

Work History

2018-07 - **Content Executive for Teamire**
2019-06

- Planned and executed content strategies aligned with brand and business goals.
- Managed editorial calendars and coordinated cross-functional teams.
- Ensured consistent brand messaging across web, social, and campaigns.
- Introduced SEO frameworks and performance tracking to boost ROI.

2016-01 - **Content Executive for YV**
2023-01

- Designed and implemented SEO-driven content strategies for multiple clients.
- Produced web copy, blogs, and ad assets to increase visibility and engagement.
- Collaborated with clients and creative teams to align messaging with goals.
- Enhanced organic traffic and strengthened digital presence through optimized content.

2022-01 - **Copywriting Specialist for Adshifu**
2024-01

- Produced persuasive digital copy aligned with brand voice and campaign goals.
- Applied SEO strategies to improve online visibility and boost web traffic.
- Supported performance marketing initiatives with conversion-focused messaging.

- Persuasive Writing
- SEO Strategy & Optimization
- Performance Tracking & Analytics
- Editing Reliability
- Funnel Development & Lead Generation

Languages

Thai



English



Cebuano



Tagalog



Isan



2020-09 -
2022-01

Chief Executive Officer for MedBuy Pen

- Directed all operational, financial, and strategic aspects of the business.
- Developed and executed strategies that improved efficiency and sustained growth.
- Oversaw cross-functional teams to align daily operations with long-term goals.

2019-08 -
2021-10

Content Executive for YAYA

- Directed content strategy to deliver high-quality digital campaigns across channels.
- Supervised and mentored a team of writers, aligning output with brand goals.
- Ensured consistency in messaging while driving audience engagement.

2017-09 -
2021-01

Content Strategist

Freelance

- Oversaw the full content lifecycle, from ideation to publication.
- Coordinated with freelancers to deliver cohesive, on-brand messaging.
- Aligned all projects with client marketing objectives and business goals.

2015-01 -
2020-04

Copywriting Specialist and Content Executive for Easylifehack (Personal Blog)

- Produced engaging articles, blogs, and email campaigns that built a loyal readership.
- Developed copy aligned with brand voice to strengthen audience connection.
- Drove user engagement through compelling, high-quality content.

2018-02 -
2020-02

Content Specialist for Landmark Heating & Air Conditioning, Inc.

- Developed and executed content strategies to strengthen the company's digital presence.
- Produced engaging web and blog content that educated and attracted customers.
- Enhanced brand visibility through consistent, SEO-optimized material.

2018-01 -
2019-05

Content Specialist for John Henry's Ltd.

- Created and optimized digital content to improve customer engagement.
- Delivered campaigns aligned with the company's marketing goals and brand voice.
- Supported business growth with clear, audience-focused messaging.

2014-01 -
2016-01

Writer and Assistant Content Editor

Parent Herald, iSportNews, and GamenGuide

- Wrote and edited articles across news, lifestyle, and entertainment platforms.
- Elevated editorial standards through accurate, engaging storytelling.
- Contributed to building clear, impactful narratives for diverse audiences.

2008-01 -
2010-01

English Volunteer Teacher

Thesaba Nampeng Academy, Thailand,
Ubonratchatanni, Ubon SDA English Language
School

- Taught English to students in Thailand, designing engaging lessons to improve language proficiency.
- Fostered a positive learning environment that encouraged student participation and growth.

Education

2011-02 - Bachelor of Science in Nursing
2014-05 Davao Doctors' College - Davao City, Philippines

Additional Information

- Over 12 years of experience creating content strategies that work across industries.
 - 1,000+ articles and 100+ ad copies written to engage, convert, and build loyal audiences.
 - SEO-focused approach so your content doesn't just sound good—it ranks.
 - Flexibility to tailor content exactly to your brand voice and business goals.
-

Certifications Skills

- Copywriting
 - Email Copywriting
 - Content Writing
 - Scriptwriting
 - SEO Research and Analysis
 - Proficient in English, Thai, Esan, Tagalog, and Cebuano
 - Basic Life Support certified through the American Heart Association
 - Expertise in MS Word, MS Excel, and other computer applications
 - Public Speaking
-

Personal Information

- Age: 32
- Place of Birth: Tarlac
- Citizenship: Filipino
- Date of Birth: 06/13/93
- Gender: Male
- Marital Status: Married
- Religion: Jehovah's Witness