

Lars Arboleda

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Summary

B2B content writer and strategist who crafts compelling B2B narratives that captivate audiences and dominate search results.

Experienced in creating SEO-optimized content that drives organic traffic and conversions for SaaS and B2B marketing brands. Expertise lies in translating complex technical concepts into engaging content that resonates with target audiences and aligns with search intent.

Created content for brands such as The Blogsmith, Growsurf, NapoleonCat, Vixy Video, Brandfolder, Nexcess, Bluehost, Liquid Web, etc.

Experience



SEO Content Writer

The Blogsmith

Jul 2022 - Present (2 years 6 months)



B2B Content Writer/Blogger for Marketing and SaaS Brands

Lawrence Arboleda

Jun 2018 - Present (6 years 7 months)

I write compelling, actionable B2B blog content for SaaS and marketing companies. As a professional writer, it is always my aim to write clear, actionable, research-driven blog posts designed to get traffic and generate leads.

After all, if you don't deliver value to your target audience, you can't expect to receive value in return.



Content Writer

NapoleonCat.com

Sep 2020 - Present (4 years 4 months)



Content Writer

VIXY | Platform & Live

Oct 2018 - Present (6 years 3 months)

up Freelance Writer

Upwork

Jul 2017 - Present (7 years 6 months)

I am a 'Top Rated Plus' freelancer on Upwork and have an extensive list of satisfied clients to show for it. With over 50 writing jobs (and counting!) under my belt, I have managed to maintain a perfect score

in the platform. As one of Upwork's top writers, I write content that delivers real value to every client's target market and aligns with their business goals.



Content Writer

GrowSurf

Oct 2020 - Jan 2022 (1 year 4 months)

Produces engaging content that drives high-quality traffic, leads, and sales.



Content Writer

Brandfolder

Mar 2019 - Mar 2020 (1 year 1 month)



Content Writer

Digital Experts Academy

Aug 2017 - Apr 2018 (9 months)



Contributing Writer

The Inquisitr

Sep 2015 - Feb 2018 (2 years 6 months)

I am a contributing writer for the Inquisitr with a focus on science, health, and television. I also dabble in politics, health news, and celebrities every now and then. SEO optimization, Google trends analysis, and news aggregation also come with the territory.

Writer

Starmap

Apr 2016 - Nov 2016 (8 months)

StarMap is an entertainment website and a great resource for all things rich and famous. As a member of the publication's editorial team of writers, I write compelling, in-depth content on Hollywood's best and brightest. Aside from contributing regular content, I also pitch and discuss story ideas with the supervising editor to ensure that every article meets the quality standards and guidelines of the StarMap brand.



Freelance Writer

Elance

Sep 2014 - Aug 2015 (1 year)

Contributing Writer

Comic Spectrum

Jan 2013 - Nov 2013 (11 months)

Writer

Essays.ph

Feb 2010 - Apr 2012 (2 years 3 months)

Education



Far Eastern University

Psychology

1996 - 2001

Licenses & Certifications



B2B Marketing Foundations - LinkedIn



Content Marketing Foundations - LinkedIn

Skills

Blogging • Business-to-Business (B2B) • Digital Marketing • Writing • Editing • Research • Search Engine Optimization (SEO) • Copywriting • B2B Marketing • Content Marketing