

GRISEL GARCIA

WRITER | EDITOR | CONTENT MARKETER

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EXECUTIVE SUMMARY

Writer and editor with extensive experience in print and online publishing, content marketing & digital marketing, .

SPECIALIZATIONS

- Journalistic Writing
- Marketing Writing
- Editing
- SEO
- Content Marketing
- Team Management

WORK EXPERIENCE

Content Lead (Digital Marketing)

Ninja Van Philippines | 2021 - Present

- Creating and managing copy for the company's website, making sure it's optimized for SEO and SEM
- Managing the brand editorial (blog) - strategies, managing freelance writers, final editing
- Monitoring the blog site's performance using analytics tools
- Assisting in overall content needs to support ongoing Brand and Marketing campaigns

Content Team Lead

Axada (formerly Truelogic) | 2011 - 2021

- Managed a team of writers & editors
- Monitoring work fulfillment, quality, and performance according to KPI metrics
- Identifying training needs and process improvements.
- Writing and editing copy, creating content strategy for in-house web properties

Executive Editor

Monday Creatives | 2009-2011

- Managed the magazine's production and logistics
- Commissioned content and graphics from contributors
- Edited submissions and contributed articles as necessary

Assistant Marketing Manager

Informatics | 2008-2010

- Helped create marketing strategies for the school
- Created marketing copy
- Oversaw design and production of marketing collateral
- In charge of PR and media relations

EDUCATION

Graduated with a Bachelor of Arts degree in Journalism at the Polytechnic University of the Philippines

SKILLS

- Leadership
- Project management
- People management

PROFICIENCY

- MS Windows Applications
- WordPress
- Google Analytics
- Google Search Console
- Keyword Research

WORK EXPERIENCE

Operations Lead

Trapik Media Interactive | 2005-2007

- Managed client projects including website development and content updates.
- Implemented online strategies, content, and SEO of company projects
- Monitored a network of online gaming web portals

Associate Editor

Fudge Magazine | 2004

- Commissioned and edited articles for a pop culture magazine
- Assisted in photo shoots and production logistics
- Covered events, conducted interviews for feature on the magazine

Project Manager

Vignettes for Training | 2003-2004

- Developed e-learning for US clients
- Managed a virtual team of writers, artists & programmers
- Onboarded and calibrated with clients

eContent Development Head

Wizzard Technologies | 2000-2002

- Wrote and edited articles for company & client sites
- Managed a team of writers for workload and quality
- Performed research for content development projects

Editor

Sonic Triangle Publishing | 1994-2000

- Started as Editorial Assistant, eventually becoming Editor
- Managed weekly and bi-monthly magazines about entertainment and pop culture