

RITCHELLE ENCABO

Content and Media Specialist

SUMMARY

Versatile writing professional with extensive experience in creating content for various digital media. Skilled in meeting tight deadlines, managing multiple projects, and optimizing content for SEO. Adept at developing unique and creative copy to engage online audiences and boost website traffic.

CONTACT

+63-977-785-1960

ritchelleencabo18@gmail.com

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Copywriting
- Social Media Management
- SEO
- Content Writing Creative Writing
- Basic Graphic Design WordPress Knowledge Project Management

REFERENCES

Chenny Cantano

Officer in Charge | Bridgebooks
+639287421958

Louise Collen Ladera

Senior Graphic Designer | Bridgebooks
+639770518194

PROFESSIONAL EXPERIENCE

Content and Media Specialist

Bridgebooks Advertisement Marketing | 2022- 2024

- Produced SEO-friendly content for increased organic traffic.
- Collaborated with cross-functional teams to create web and social media content.
- Developed press releases and scripts for product and service promotion.
- Implemented content marketing strategies and SEO for enhanced organic search traffic.
- Created graphics and videos to be published on social media.

Social Media Manager | Freelance

Glittering Glow Skincare | January 2022-August 2022

- Developed marketing content, including ads and promotional materials for social media.
- Monitored and engaged with the company's online brand presence.
- Managed content calendars for timely and relevant posts on each platform.
- Cultivated relationships with influencers to expand company reach.
- Produced and proofread articles and documents.

Marketing Virtual Assistant | Freelance

Cannabis Vape Reviews | August 2022 - January 2023

- Produced SEO-friendly content for increased organic traffic.
- Created graphics for social media contents.

Content Writing Intern | Freelance

Your Remote Team | January 2022 - January 2023

- Produced SEO-friendly blog articles for increased organic traffic.