

Frances Marie A. Leones

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Objective

Professional creative writer with over 3 years of experience currently seeking employment as a Copywriter or Content Writer. I specialize in crafting blog posts, social media captions, and digital marketing copy to engage readers. Industries I've worked for are F&B, Casino, Hotel, and Entertainment, but my goal is to learn new skills in order to adapt my writing for different brand voices. I'm known for my sharp attention to detail, adaptability, organizational skills, and openness to learning new things. For a sample of my written works, visit my Journo Portfolio at <https://frances-marieleones.journoportfolio.com/#/>

Professional Experience

Junior Copywriter (On-Site)

July 2024 – January 2025

OKADA MANILA, Entertainment City, Parañaque

- Crafted 100+ kinds of copy for marketing materials ranging from key visual ad copy, social media captions, press releases, Google Ads, contest and promo mechanics, event scripts, and executive speeches in adherence to brand voice and personality.
- Proofread and updated existing marketing copy from company business units – F&B, Casino, Resort, and Hotel.
- Worked closely with cross-functional teams within the Corporate Marketing and Communications Department on crafting copy for press releases, campaigns, and events.
- Documented work progress via Clickup.

Copywriter (Remote)

August 2021 – March 2024

% ARABICA, Kyoto, Japan

- Collaborated with the Design Department in creating landing pages for company website on WordPress and coffee profile sheets on Adobe Illustrator for usage in stores worldwide, which increased brand visibility and customer knowledge on coffees available for sale at stores.
- Updated the barista operations manual's SOPs and recipes.
- Proofread and edited press releases from franchise partners.
- Crafted social media captions for % Arabica's Barista Instagram account.
- Wrote reports for store/operations checks and Google Maps customer feedback meetings to improve barista performance and get needed repairs done in stores.
- Facilitated store and operations checks with Franchising Communications Department and store operations managers online.
- Organized writing and online store check files and documentation with Trello.

Freelance Writer (Remote)

February 2021 – July 2021

WRITERBAY

- Conducted research on clients' behalf for academic papers.
- Organized research material to complete writing tasks set by clients.

Writing Team Intern

May 2019 – September 2019

WHENINMANILA.COM

- Published 20 blog articles over the span of 5 months ranging from restaurant and movie reviews to events coverage and press releases.
- Brainstormed special monthly editorial content for When in Manila.
- Worked closely with interns from the photography, videography, and graphics teams to create content.

- Gained hands-on experience in using WordPress and improved knowledge of Microsoft Office and Google Office.
- Developed organizational skills through managing multiple tasks simultaneously while adhering to strict deadlines.

Education

**Bachelor of Fine Arts (Major: Creative Writing),
Honorable Mention**

May 2020

ATENEIO DE MANILA UNIVERSITY, Quezon City, Philippines

Additional Skills

- Proficient in MS Office (Word, Excel, PowerPoint), Google Docs, Google Files, Google Slides,
- Proficient in Trello and Clickup
- Proficient in WordPress
- Strong Research Skills
- Critical Thinker
- Basic Knowledge of SEO
- Proofreading and Editing
- Clear Written and Verbal Communication in English
- Fluent in English