

FRANCES MARIE A. LEONES

Santa Rosa City, Laguna 4026 • +63-919-098-4923 / +63-967-229-8564 • frances.marie.leones@gmail.com

• **LinkedIn:** <http://www.linkedin.com/in/frances-marie-leones-3bb5b417b>

Professional Summary

A creative professional writer and storyteller, specializing in crafting engaging blog posts, captivating social media captions, and brand awareness-raising digital marketing copy. Experience includes being a Writing Team intern for When in Manila, a Copywriter and Franchising Communications Department Staff member for the international Japanese specialty coffee chain, % Arabica, and a Junior Copywriter for Okada Manila. Skilled in delivering compelling content.

Journo Portfolio Profiles

- <https://frances-marieleones.journoportfolio.com/#/>

Skills

Storytelling	Strong Writing Skills
Social Media Content Writing	Scriptwriting
Blogging	Promotional and Marketing Digital
Basic Understanding of SEO	Copywriting
Copywriting and Editing	Proofreading
Researching	Basic Experience in Adobe Illustrator
Team Player	Willing to Learn New Things
Detail-Oriented	Critical Thinker
Collaborative Mindset	Clear Written and Verbal Communication

Work History

Junior Copywriter (On-Site), (July 2024 – January 2025)

Okada Manila – Parañaque, Philippines

- Wrote advertising copy for online content, adhering to the company's overarching brand identity and personality.
- Proofread copy submitted by the different company business units – F&B, Casino, Resort, and Hotel.

- Edited and updated existing promo copies.
- Wrote approximately 100+ promotional copies, including for key visuals, contest and promo mechanics, event scripts, executive speeches, and press releases.
- Built strong relationships with cross-functional teams such as designers, strategists, and account managers to facilitate project success.

Copywriter & Franchising Communications Department (FC) Staff Member, (August 2021 – March 2024)

% Arabica – Remote

- Collaborated with the Design Department to develop engaging and persuasive copy for digital (company website) and social media (Instagram) platforms.
- Updated the barista operations manual to include new operations guidelines and updated beverage recipes.
- Drafted layouts for coffee profile sheets on Adobe Illustrator.
- Reviewed and edited final copy for accuracy and to correct grammar errors.
- Communicated with franchise partners and forwarded their requests to the company's internal departments.
- Held online yearly store and operations checks via Zoom to monitor staff's maintenance of over 100+ stores worldwide.
- Interpreted Google Maps customer feedback into easily digestible information for Bi-Annual Customer Feedback Meetings with franchise partners and store managers.

Freelance Writer, (February 2021 – July 2021)

Writerbay.com – London, United Kingdom (Remote)

- Wrote a variety of academic and non-academic papers for clients online.
- Conducted thorough research on diverse topics, producing well-informed pieces that resonated with readers.
- Organized material to research and complete writing tasks.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.

WheninManila.com Writing Team Intern (Hybrid), May 2019 – September 2019

WheninManila.com – Manila, Philippines

- Wrote and published 22 blog articles ranging from restaurant and movie reviews, to event press releases.
- Brainstormed special monthly content for publication on When in Manila blog site.

- Worked closely with interns from photography, graphics, and videography teams to create content for the site.
- Gained valuable experience working within a specific industry, applying learned concepts directly into relevant work situations.
- Gained hands-on experience in various software programs, increasing proficiency and expanding technical skill set.
- Developed organizational skills through managing multiple tasks simultaneously while adhering to strict deadlines.
- Contributed to a positive team environment by collaborating with fellow interns on group projects and presentations.

Education

Bachelor of Fine Arts: Creative Writing (Major in Fiction), (A.Y. 2015 – A.Y. 2020)

Ateneo De Manila University - Loyola Heights, Quezon City, Philippines

Honorable Mention (Distinction upon Graduation)

Published Articles and Promotional Copy

- [The best of Japan's seasonal flavors at Okada Manila's Japanese Kappou Imamura](#), December 28, 2024, Manila Standard
- [Savor Italy's Finest at La Piazza: A Feast for the Soul](#), November 1, 2024, Okada Manila
- [These Students Shared Their Enlistment Horror Stories and TBH We Can Relate](#), August 12, 2019, WheninManila.com
- [Life Isn't A Race: How Over-Competitiveness Drives People into Depression](#), July 17, 2019, WheninManila.com
- [Stranger Things Isn't All About Demogorgons And Mind Flayers](#), July 3, 2019, WheninManila.com
- [Nikkei's Nama Bowls, Japanese-Peruvian Rice Bowls, are the Next Big Thing in Japanese Cuisine](#), June 27, 2019, WheninManila.com
- [Baked Mak: Delivering Uber Cheesy Lasagna Straight to Your Door](#), June 7, 2019, WheninManila.com
- [Okada Manila Good Fortune & Good Vibes: Lunar New Year Dinner Concert Key Visual Copy and Social Media Caption](#), February 3, 2025, Facebook
- [Okada Manila Grand Christmas Tree Lighting Preparation Reel Caption](#), November 14, 2024, Facebook
- [Okada Manila Shared Facebook Caption for PokerStars APPT Manila Championships \(October 18 - October 27, 2024\)](#), October 18, 2024, Facebook