



MIKAELA SARTHOU SADDI

WRITER
SOCIAL MEDIA MANAGER
E-COMMERCE BUSINESS OWNER

CONTACT

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PROFILE

Mikaela is a journalism degree holder experienced in writing news and feature articles for four years in running. Also currently an e-Commerce business owner and a previous advertising copywriter, she is competent in the field of branding and marketing, particularly with the use of social media.

EXPERIENCE

WRITER

VALNET INC. | QUEBEC, CANADA | 2017-PRESENT

- Crafts long-form articles for Moms & Baby Gaga, parenting-focused websites targeting social media savvy mothers in the United States, and TheTalko, an entertainment website targeted for millennials.

WRITER

PARENTERALD.COM | NEW YORK, USA | 2016-2017

- Written short-form lifestyle, science and health, and entertainment topics related to parenting, all while incorporating the rudiments of Search Engine Optimization.

WRITER

LATINPOST.COM | NEW YORK, USA | 2015-2016

- Written articles for Latin Post, a news outlet catering mainly for the Latino communities in the United States, with topics mainly focusing on politics, world news and entertainment.

COPYWRITER

TOOLBOX CREATIVE DESIGNS| MANILA, PH | 2014-2015

- Developed concepts for advertising campaigns in all types of medium (TV, radio, print, online) and wrote copies for different advertising materials (TV and radio commercials, print ads, online ads, billboards and collaterals) for small to large-scale brands.

EDUCATION

BACHELOR OF ARTS IN JOURNALISM

UNIVERSITY OF SANTO TOMAS MANILA, PHILIPPINES
2010-2014

SKILLS

- News writing
- Feature writing
- Copywriting
- Proofreading
- Transcribing
- Social media management
- Branding
- Market research
- e-Commerce management
- Basic photo editing

PUBLISHED WORKS & E-COMMERCE WEBSITE

[HTTPS://MIKSARTH.JOURNOPORTFOLIO.COM/](https://miksarth.journoportfolio.com/)
[HTTPS://TODDS-LITTLES.COM](https://todds-littles.com)