

# JM CAJAYON

## Senior SEO Content & Copywriter | SMM | Ads | Email Marketer

Aurora, Philippines | jmcajason@gmail.com | +639260628382

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### PROFESSIONAL EXPERIENCE

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#### Juan Miguel Cajayon Writing Services

Jan 2009 - Present

##### Senior SEO Content & Copywriter | SMM | Copy Lead

Created and written a wide range of content, including blogs, articles, scripts, and social media content (LinkedIn, X, Facebook, and Instagram) for clients across different industries, namely:

- Healthcare
- Finance
- Automotive
- DIY/Construction
- Tech
- Real Estate
- eCommerce
- Generative AI
- Web3 and many more.

#### Tech Leaders

April 2025 - Present

##### Copywriter and LinkedIn Outreach Specialist

Responsible for creating and repurposing engaging content for tech leaders, tailored to their brand and audience. Conducts strategic LinkedIn outreach to build connections and enhance visibility. Combines strong writing skills with tech industry knowledge to deliver impactful narratives and foster professional relationships.

#### Babo Creatives Studio

April 2023 - Present

##### Scriptwriter (Project-based)

Creates engaging and tailored scripts for audio-visual presentations at Babo Creative Studio, serving diverse local and international clients. Collaborates closely with creative teams to develop compelling narratives that align with client objectives and brand vision. Leverages storytelling expertise to craft impactful scripts that captivate audiences and deliver key messages effectively.

#### Soul Creatives

Dec 2023 - Jan 2024

##### Blogger & Copywriter (Contractual)

Crafted compelling blog content for a Singaporean real estate company, focusing on coworking and shared spaces. The articles were tailored to engage entrepreneurs and business owners in Singapore and the Philippines, highlighting industry trends, workspace solutions, and productivity insights.

#### Art of Procurement

Feb 2024 - March 2024

##### General Content Writer (Contractual)

Crafted a diverse range of content, including whitepapers, newsletters, social media posts, podcast show notes, LinkedIn and email marketing messages, and blogs, to effectively promote businesses and their clients. Focused on strategic messaging, audience engagement, and brand positioning to drive visibility and conversions.

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#### Tech Sales Mentor

Aug 2023 - Sept 2023

#### Email Cold Outreach Writer (Contractual)

Developed persuasive cold email templates to help SDRs and BDRs secure roles in tech companies by directly reaching out to recruiters and headhunters. These messages were strategically crafted to bypass traditional application processes, emphasizing personalization, value-driven communication, and strong calls to action for higher response rates.

#### Real Estate Tomato

March 2021 - May 2021

#### Real Estate Article Writer

Applied SEO best practices to develop compelling and informative content for a real estate company, including marketing articles, actionable how-to guides, and impactful feature stories. Ensured content was optimized for search visibility while engaging and resonating with the target audience to drive traffic and conversions.

#### Client Engagement Academy

Feb 2021 - May 2023

#### Copywriter | General Virtual Assistant | Copy Trainer

Led end-to-end LinkedIn marketing strategies for clients, encompassing content creation, profile optimization, audience engagement, and team training. Expanded efforts to enhance their presence across other social media platforms, including Facebook, X, and Instagram, ensuring a cohesive and impactful digital marketing approach.

#### AI-Bees.IO

July 2020 - Feb 2021

#### R&D Manager | Writer | Email & LinkedIn Marketer | Team Lead

Designed and implemented highly targeted email and LinkedIn marketing campaigns leveraging personalization and dynamic content to engage customers and drive results. Additionally, integrated cross-platform promotion across Facebook, X, and Instagram for clients with multiple social media channels, ensuring a consistent and impactful digital presence.

#### Pearl Lemon Leads

Oct 2019 - Dec 2019

#### Quora Ghostwriter

Delivered industry-leading insights to clients through well-researched, 800-word blog posts on Quora, positioning them as thought leaders in their field. Additionally, optimized their LinkedIn profiles to enhance visibility, credibility, and engagement, strengthening their overall online presence.

#### ABS-CBN Global LTD

Jan 2009 - April 2013

#### Researcher | Writer | Producer | Video Editor | Creative Director

Experienced video producer and writer with a strong track record of creating high-quality video content, managing end-to-end production, and delivering projects on time and within budget. Skilled in storytelling, scriptwriting, and coordinating with creative teams to produce engaging and impactful visual narratives.

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### CORE SKILLS

Copywriting	Copyediting	Search Engine Optimization	Light Video Editing
Content writing	LinkedIn Marketing	Social Media Management	Project Management
Proofreading	Email Marketing	Light Graphics	Virtual Assistance
FB Ads	Google Ads	Creative Directing	

### TOOLS

SurferSEO	ChatGPT	Copyleaks	Capcut	GoHighLevel
Ahrefs	Perplexity	Originality.AI	Filmora	Hubspot
Semrush	Claude	Microsoft Office Suite	Slack	Mailchimp
Moz	Gemini	Canva	Asana	WordPress
Google Analytics	Leonardo.AI	Adobe Premiere	Monday	Klaviyo
Google Lighthouse	Descript	Adobe Audition	Trello	
Google Trends	Grammarly	Adobe Photoshop	Notion	
Jasper	Copyscape	Final Cut Pro	ClickUp	