

Arjon James A. Esteban

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Summary

Copywriter and SEO Specialist building a data-focused career, applying content strategy, keyword research, and audience analysis skills to drive organic growth for global brands. Proven track record of generating 6,300+ organic search sessions and driving 45,000+ events through SEO-optimized content. Experienced in crafting brand-aligned copy across hospitality, real estate, and e-commerce industries. Eager to apply a storyteller's mindset toward measurable audience engagement and brand visibility.

Proficiencies/Skills

- **Content & Writing:** Copywriting, Proofreading, Editing, Brand Voice Development, Social Media Copy, Storytelling, Content Strategy
- **SEO & Analytics:** SEO Optimization, Keyword Research, Competitor Analysis, Organic Traffic Growth, Audience Analysis, Content Performance Tracking
- **SEO Tools:** Ahrefs, Ubersuggest, SurferSEO, RankMath, Google Analytics
- **Platforms & CMS:** WordPress, Skool (Community Management), Microsoft Office, Google Workspace
- **Industries:** Hospitality, Real Estate, E-commerce, Lifestyle

Work Experience

Copywriter | SEO Specialist | Be Greight (Ohio, USA) | Full-Time | Jan 2023 – Feb 2026

- Drove 45,000+ total events and 13,000+ page views through SEO-optimized blog content, increasing new users to 9,800 with an average engagement time of 1 minute 14 seconds, demonstrating the ability to create content that both attracts and retains audience attention.
- Generated 6,300 organic search sessions by optimizing blog posts for high-traffic keywords, expanding audience reach across the US, Philippines, India, and Canada, showcasing a global content strategy skillset.
- Partnered with marketing and design teams to write engaging social media copy for hospitality (The Blue Heron), real estate (E-merge Real Estate), and e-commerce brands (Buckeye Lake Place), ensuring consistent brand voice and driving audience alignment across multiple platforms.
- Researched and targeted high-value keywords based on competitor analysis and audience trends, directly contributing to increased organic visibility and sustained traffic growth.

Content Production Intern | Tee Radio (Manila, Philippines) | Internship | Apr 2017 – May 2017

- Conducted in-depth research and competitor analysis to enhance content relevance and reach, applying foundational SEO and audience awareness principles.
- Assisted in proofreading and editing content to ensure clarity, coherence, and strict adherence to brand voice and style guidelines, building a strong foundation for quality control in content production.

Relevant Projects

SEO Content Strategy: Blog Growth for US Audience

- Developed and executed a keyword-driven content plan for Be Greight that resulted in 45,000+ events and 13,000+ page views, targeting high-intent users across North America and Asia.
- Analyzed content performance metrics (engagement time, new users, session sources) to refine strategy and improve audience retention.

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Multi-Industry Social Media Campaigns

- Crafted platform-specific social copy for three distinct industries: hospitality, real estate, and e-commerce, adapting tone and messaging while maintaining consistent brand identity.
- Collaborated with design teams to align visuals and copy, increasing cross-platform engagement and brand cohesion.

Education

University of the East, Caloocan | 2015 - 2019

Bachelor of Arts – Major in Communication