

# LUWELA RODRIGO

elleagulto@gmail.com | 09974808837 | Bulacan, Philippines

---

## SUMMARY

SEO-focused content writer with experience producing high-quality, search-optimized content across news, travel, and digital platforms. Skilled in long-form blogs, product content, and editorial writing, with a strong background in media monitoring and research. Proven ability to work in remote environments, meet deadlines consistently, and collaborate across teams. Known for attention to detail, adaptability, and delivering clear, engaging, and accurate content.

---

## WORK EXPERIENCE

### Content Specialist | Travelshift

March 2024 - May 2026

- Develop and publish SEO-optimized travel blogs, destination guides, and product pages targeting global audiences across multiple markets
- Write and revise content for platforms such as Guide to Iceland and Guide to Europe.
- Use Hygraph (headless CMS) to manage and publish content.
- Support email campaigns using SendGrid.
- Maintain brand voice, clarity, and structure across all content.
- Identify and report technical issues to improve publishing workflows.
- Collaborate with remote teams and meet tight deadlines consistently.

### Freelance Writer | Digital Media News

August 2022 - January 2024

- Used WordPress to manage a news website, including content publishing and updates.
- Researched and reported on various Australian and international industries (mining, energy, agriculture, technology, manufacturing, etc.), including government and financial news
- Conducted interviews with industry leaders and created original content.
- Managed social media platforms to support audience engagement.
- Applied SEO best practices to improve content visibility and reach.
- Trained new hires and supported onboarding.

### Media Analyst | Flatplanet Philippines

May 2021 - March 2022

- Monitored and analyzed TV, radio, print, and online media across Australian markets, focusing on government affairs and public sector coverage
- Tracked and evaluated media mentions to identify trends, sentiment, and key insights, delivering clear, client-ready reports for PR and strategic decision-making
- Ensured data accuracy through content validation and proper classification while adhering to client guidelines and reporting standards
- Trained and mentored junior analysts on writing quality, grammar, and content relevance

### Broadcast Monitor | Isentia Manila

July 2019 - December 2020

- Monitored live and recorded TV and radio broadcasts to identify relevant news segments, brand mentions, and key topics
- Clipped and segmented broadcast content into accurate, usable media files for reporting and archiving
- Transcribed and summarized broadcast material into clear, concise written formats
- Tagged and categorized content based on keywords, sentiment, and client-specific guidelines
- Maintained high accuracy and timeliness in content delivery within a fast-paced, real-time environment

## Junior Correspondent | Outrage Magazine

January 2019 - March 2019

- Reported on news and events relevant to the publication's target audience, delivering timely and engaging coverage
- Conducted interviews with community leaders, organizations, and key stakeholders to gather insights and perspectives
- Produced compelling written articles and professional photo content aligned with editorial objectives
- Collaborated with writers and editors to develop stories and maintain content quality
- Ensured accuracy, credibility, and ethical standards in all reporting

## Junior Correspondent | The Manila Times

August 2018 - December 2018

- Authored accurate, well-researched news and feature articles adhering to editorial standards.
- Produced professional photography and conducted thorough proofreading of published materials to ensure quality and accuracy.
- Collaborated effectively with cross-functional editorial teams and fellow journalists to meet publication deadlines.

---

## EDUCATION Bachelor of Arts in Journalism

June 2015 - May 2019

Polytechnic University of the Philippines

Relevant Coursework: News Writing, Writing for TV, Feature Writing, Editorial Writing, Editing & Proofreading, Research Methods

---

## KEY SKILLS

SEO Content Writing  
Keyword Research  
Competitor Analysis  
Long-form Blog Writing  
Product Content / Descriptions  
Email Marketing

## TOOLS & PLATFORMS

ChatGPT  
Hygraph (CMS)  
WordPress  
Google Search Console  
SendGrid