

SOPHIA BONOAN

Writer • Copy Editor

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<https://sophiabonoan.journoportfolio.com/>

EDUCATION

Ateneo de Manila University

BFA in Creative Writing (2015-2019)

AWARDS & SEMINARS

- **Loyola Schools Awards for the Arts** – Creative Writing (Fiction)
- **Ateneo Heights Writers' Workshop** – Fellow for Fiction

CORE SKILLS

- Creative, Editorial, & SEO Copywriting
- Copy Editing & Proofreading (AP Style & Australian Government Style Manual)
- Content Evaluation & Quality Control
- Content Strategy & Planning
- Long-form SEO Content & Keyword Research
- Website & Product Copy
- Social Media Content & Campaign Support
- Editorial & Production Management

EXPERIENCE

Lead Content Writer at Australian Landscape Supplies (2025-present)

- Writes and updates website content, including product descriptions, landing pages, and long-form articles.

- Leads the full editorial lifecycle from ideation and writing to editing and publication, maintaining internal standards.
- Collaborates with the marketing team, aligning copy with campaign goals and SEO priorities.
- Produces SEO-focused content designed to drive traffic and conversions.

SEO Copy Editor at AreaTen (2022-2025)

- Edited and quality-checked SEO content for multiple clients, maintaining high editorial standards.
- Developed and maintained brand guidelines and content templates to ensure accuracy and consistency at scale.
- Performed comprehensive content editing, from line edits to structural revisions, ensuring adherence to Australian Government Style Manual and AP Stylebook (2019).
- Provided constructive feedback to copywriters, refining content based on client revisions and SEO best practices.
- Managed and updated the content database, tracking the progress of projects across clients in Australia, Asia, and North America.

SEO Content Writer at Ayima (2021-2023)

- Wrote SEO-driven content for international clients and affiliate websites.
- Optimised on-page content for search performance and readability.
- Edited and published content using WordPress.

Contributing Writer at Smart Communications (2020-2021)

- Wrote and edited features on creatives in the local industry.

- Conducted and transcribed interviews for publication.

Editorial Assistant at Clavel Magazine

(2019-2020)

- Led content creation and editorial planning.
- Wrote and edited articles, press releases, and interviews.
- Managed social media content creation and planning.
- Managed contributing writers, photographers, and videographers, leading pitch and story approval.
- Proofread and edited submitted works.
- Handled social media content and live event coverage.
- Led production management and logistics for video and photo shoots.

Copywriter at BoyBrightBoy Multimedia Corp.

(2019-2020)

- Lead copywriter for promotional campaigns and content for client brands.
- Assisted in conceptualization and strategization for promotional campaigns.
- Developed pitch decks and social media content.

Editorial Intern at Status Magazine (2018)

- Wrote articles on international art, music, and entertainment.
- Handled research, transcription, copy editing, and proofreading of interviews and articles.
- Coordinated logistics for photo shoots.

EXTRACURRICULARS

Heights Ateneo

- English Staff Member (2015-2017; 2018-2019)
- English Editor (2017-2018)
- Internal Affairs Deputy (2017-2018)
- Writers' Workshop Director (2018-2019)

Ateneo Musicians' Pool

- Writer (2016-2018)
- Writing Deputy (2018-2019)
- Associate Editor, TUBE Magazine (2018-2019)

Martial Law Museum

- Workshop Facilitator (2018)