



MICHAEL GABRIEL QUIOGUE MATA

PROFESSIONAL SUMMARY

Experienced content marketing professional with a strong editorial background and a proven track record of driving results for global clients—from SMBs to large enterprises. Skilled in creating high-impact content across the buyer’s journey, including blogs, white papers, web copy, social media, and print assets. Adept at managing content teams, aligning messaging with business goals, and improving organic traffic, search visibility, and conversions. Former journalist with bylines in Your Investment Property, Your Mortgage Australia, and Which Mortgage Canada.

SKILLS

- Content strategy development
- Thought leadership writing
- On-page SEO

EXPERIENCE

US Content Editor

JAN 2024 - PRESENT | INTO University Partnerships, Makati, Metro Manila

- Developing, writing, and editing a variety of digital and print marketing materials to support INTO’s US universities. These include brochures, flyers, agent manuals, blog posts, videos, and exhibition materials.
- Updating the B2B and B2C websites, ensuring that they contain updated and accurate information.
- Editing student testimonials for use in our digital and print marketing materials.
- Writing and publishing news articles and press releases.
- Assisting with marketing and brand strategy.
- Ensuring that all published content adheres to the INTO North America Style Guide and AP Stylebook.

Freelance Content Development Services

SEP 2017 - PRESENT | Michael Mata Consultancy, Makati, Metro Manila

I offer freelance Content Development Services to brands and businesses.

My services include:

- Topic Ideation, Keyword Research, Content Calendars
- On-page SEO
- Content Writing & Editing (e.g. blog posts, pillar pages & topic clusters, eBooks, whitepapers, website copy & service pages, social media copy, case studies, YouTube scripts)
- Content Repurposing & Content Refreshing
- Revising & Editing AI-Generated Content

CONTACT

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- Press Releases
- News & Feature Articles
- Thought-leadership Articles
- Ghostwriting
- Content Strategy
- Content Management (i.e. supervising editors & writers; managing deliverables)
- Email and Newsletter Marketing Copy
- Copwriting & Copyediting for Traditional Print (e.g. brochures, flyers, manuals, viewbooks, and exhibition materials)

Marketing and Communications Specialist

OCT 2022 - NOV 2023 | Capability Wise Pty. Ltd., Canberra, Australian Capital Territory

- Created and executed the content marketing strategy.
- Uploaded and published content across all of the distribution channels.
- Commissioned original visual designs and infographics from our graphics production team.
- Wrote thought leadership blog posts, social media copy, case studies, and miscellaneous communications materials/marketing collateral.
- Established metrics and KPIs; measured results and provided timely reports.

Content Marketing Manager

JUL 2021 - OCT 2021 | Chronos Agency

- Managed the content initiatives of our in-house Marketing Team. These included blog posts, eBooks, white papers, guest posts, YouTube scripts, on-page and landing page copy, and social media copy.
- Collaborated with our Marketing Director, Content Strategist, and Digital Marketing Executive on a variety of marketing projects, including events, webinars, and promotions.

Content Development Supervisor

SEP 2020 - JUN 2021 | LeapVista

- Handled a team of Editors and Writers.
- Spearheaded the production of high-quality content such as blog posts, website copy, email copy, eBooks, white papers, reports, case studies, and interactive content.
- Managed our CEO's thought-leadership campaigns on various high-profile publishing platforms, including Forbes Communications Council and Entrepreneur.com.
- Managed the team's OKRs, KPIs, and other benchmarks.
- Managed the overall content strategy, development, and optimization of our various projects.
- Planned monthly editorial calendar.
- Edited, wrote, and proofread various types of content.

Content Development Supervisor

MAY 2018 - AUG 2020 | Growth Rocket, Mandaluyong, Metro Manila

- Handled a team of Editors and Writers.
- Spearheaded the production of high-quality content such as website copy, blog posts, infographic content, and social media posts for our clients.
- Assisted with keyword research and content strategy.
- Streamlined content guidelines and editorial calendars for the various clients.
- Analyzed web traffic metrics and optimized published assets using Google Analytics and Google Search Console.
- Handled recruitment within the Content Team and was tasked with interviewing applicants, scoring their tests, and recommending qualified applicants for employment.

Business Journalist

JUL 2016 - MAY 2018 | Key Media, Makati, Metro Manila

- Worked as a journalist for three Key Media titles: Your Mortgage Australia, Your Investment Property Australia, and Which Mortgage Canada. I focused on the Australian and Canadian mortgage and property investment markets.
- Wrote thoroughly researched and insightful news articles for Key Media's other consumer-facing and B2B online and print publications.
- Helped manage Key Media's Content Management Systems. I uploaded the content and made sure the live web pages were optimized for their target audience.

Senior Web Content Writer

NOV 2015 - JUL 2016 | Growth Rocket, Mandaluyong, Metro Manila

- Wrote high-quality content in the form of blog posts, guest blog posts, web copy, and press releases for our clients. I also assisted with content ideation and overall content strategizing.
- Additional responsibilities included reaching out to reputable websites for guest posts and assisting with link building for our clients.

Senior Editor and Writer

MAY 2011 - OCT 2015 | EndlessRise, Makati, Metro Manila

- Wrote and edited quality content in the form of blog posts, news articles, press releases, web copy, whitepapers, and sales collateral. I also helped maintain the content in our company website and affiliate websites.
- Helped create and streamline department workflow processes and guidelines.
- Helped create my department's editor/writer recruitment tests. I was also tasked with evaluating applicants, scoring their tests, and recommending qualified applicants for employment within the Marketing Department.

EDUCATION

Graphic Design and Multimedia

Limkokwing University of Creative Technology, Cyberjaya, Malaysia