

MICHAEL GABRIEL QUIOGUE MATA

I'm a content marketing professional and seasoned editor and writer with over 12 years of experience in the digital marketing and journalism fields.

As a content marketing specialist, I've spearheaded campaigns for a wide variety of international clients, ranging from large enterprises to SMBs. My campaigns have resulted in significant improvements in organic traffic and organic search visibility, as well as upticks in lead captures and conversions.

I help companies reinforce their branding by communicating their values and expertise with their target audiences. I also excel at engaging leads and prospects at all stages of the buyer's journey with meaningful and impactful content. Whether it's blog posts, white papers, website and landing page copy, social media copy, or infographics, I'll craft the assets that will effectively convey your messaging to your target audience.

As a journalist, my work has been published in a number of digital publications—namely Your Investment Property, Your Mortgage Australia, and Which Mortgage Canada.

In my spare time, I work on my digital art and conceptual photography. I'm also an avid reader with a particular fascination for art, culture, history, fashion, and current events.



PERSONAL

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WORK EXPERIENCE

- Oct 2022 - Nov 2023** **Marketing and Communications Specialist**
Capability Wise Pty. Ltd., Canberra, Australian Capital Territory, Australia

Capability Wise Pty. Ltd. is a Management Consulting Company based in Canberra, Australia. The company specialises in digital transformation for Australian and international government agencies as well as large corporations.

As the Marketing and Communications Specialist, my responsibilities include:

 - Creating and executing the content marketing strategy
 - Uploading and publishing content across all of the distribution channels
 - Commissioning original visual designs and infographics from our graphics production team
 - Writing thought leadership blog posts, social media copy, case studies, and miscellaneous communications materials/marketing collateral
 - Establishing metrics and KPIs; measuring results and providing timely reports
- Sep 2020 - Present** **Freelance Content Development Specialist**
Freelance Consultant & Specialist, Manila, Philippines

I offer freelance Content Development Services to brands and businesses (B2B, B2G, and B2C).

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
 - Press Releases

- News & Feature Articles
- Thought-leadership Articles
- Ghostwriting
- Content Strategy
- Content Management (i.e. supervising editors & writers; managing deliverables)
- Digital PR
- Content Syndication
- Email and Newsletter Marketing Copy

Jul 2021 - Oct 2021

Content Marketing Manager
[Chronos Agency, Manila, Philippines](#)

Chronos Agency is a Singapore-based Lifecycle Marketing Agency that helps DTC brands scale their profits with Email, SMS, and Mobile Push Marketing. Brands that work with Chronos Agency regularly see a 20-30% increase in their revenue, as well as significant improvements in CLV and AOV.

As the Content Marketing Manager, I 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. I also collaborated with our Marketing Director, Content Strategist, and Digital Marketing Executive on a variety of marketing projects, including events, webinars, and promotions.

Sep 2020 - May 2021

Content Development Supervisor
[LeapVista, Manila, Philippines](#)

LeapVista is a Singapore-based eCommerce education company that offers transformative mentoring and world-class education. LeapVista's various programs are taught by knowledgeable trainers and cover topics as diverse as dropshipping, Amazon selling, digital marketing, and virtual sales.

As the Content Development Supervisor, I handle a team of Editors and Writers and spearhead the production of high-quality content such as blog posts, website copy, email copy, ebooks, white papers, reports, case studies, and interactive content. I also manage our CEO's thought-leadership campaigns on various high-profile publishing platforms, including Forbes Communications Council and Entrepreneur.com.

My other responsibilities include:

- Managing the team's OKRs, KPIs, and other benchmarks
- Providing regular reports to stakeholders
- Managing the overall content strategy, development, and optimization of our various projects
- Planning monthly editorial calendars
- Conducting keyword research and topic ideation
- Mentoring my direct reports and providing them with regular quality audits
- Assisting with the training and career development of my direct reports
- Editing, writing, and proofreading various types of content
- Monitoring the overall quality of the Content Team's output
- Ensuring that our output follows the latest on-page SEO best practices
- Overseeing the ideation and development of our YouTube scripts
- Uploading finished content to our WordPress CMS

Jan 2019 - Aug 2020

Content Development Supervisor
[Growth Rocket, Manila, Philippines](#)

Growth Rocket is a boutique digital marketing agency that specializes in customer acquisition and retention.

As the Content Development Supervisor, I handled a team of Editors and Writers and spearheaded the production of high-quality content such as website copy, blog posts, infographic content, and social media posts for

our clients.

My other content development duties included:

- assisting with keyword research and content strategy
- streamlining content guidelines for the various clients
- planning the editorial calendars for the various clients
- developing editorial style guides to ensure that content is consistent with the clients' brand voice, style, and tone
- analyzing web traffic metrics and optimizing published assets using Google Analytics and Google Search Console

I also handled recruitment within the Content Team and was tasked with interviewing applicants, scoring their tests, and recommending qualified applicants for employment.

My editorial and management duties extended to conducting employee evaluations and enforcing adherence to the company's KPIs. Lastly, I provided coaching feedback to both the writers and editors with the goal of helping them improve their written communication, analytical, and research skills.

May 2018 - Dec 2018

Senior Content Editor

[Growth Rocket, Manila, Philippines](#)

As the Senior Web Content Editor, I assisted the Content Development Lead in the management of the Content Team and facilitated the production of high-quality content such as website copy, blog posts, and social media posts for our clients. My other content development duties included assisting with keyword research and content strategy, as well as planning the editorial calendars for our various clients.

Jul 2016 - May 2018

Business Journalist

[Key Media, Manila, Philippines](#)

Key Media is one of the leading niche publishing companies in the world, with 200 staff across eight offices around the globe.

I 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.

I also wrote thoroughly researched and insightful news articles for Key Media's other consumer-facing and B2B online and print publications.

Another major responsibility of mine was managing the content in Key Media's Content Management Systems. I uploaded the content and made sure the live web pages were optimized for their target audience.

Nov 2015 - Jul 2016

Senior Content Writer

[Growth Rocket, Manila, Philippines](#)

As a Senior Web Content Writer, I 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.

My additional responsibilities included reaching out to reputable websites for guest posts and assisting with link building for our clients.

Feb 2014 - Oct 2015

Senior Editor and Writer

[Endlessrise, Manila, Philippines](#)

Endlessrise is a white label Internet marketing firm that specializes in online marketing and web design.

I 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.

Aside from my writing and editing assignments, I also helped create and streamline department workflow processes and guidelines.

Under the direct supervision of my boss, the Director of Marketing, I 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.

○ May 2011 - Jan 2014

Editor and Writer

Endlesrise, Manila, Philippines

I edited and wrote keyword optimized content (blog posts, articles, mini blog posts, and industry news articles) for a variety of clients.



EDUCATION AND QUALIFICATIONS

○ Jan 2001 - Sep 2004

Graphic Design and Multi-media (undergraduate)

LimKokWing University of Creative Technology, Kuala Lumpur, Malaysia