



# MICHAEL GABRIEL QUIOGUE MATA

## Contact

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## Professional Summary

Content development specialist and editorial leader with more than a decade of experience producing high-impact, research-driven content for global brands, universities, and SMEs. Skilled in developing thought leadership, SEO-optimized assets, and multi-channel content systems that improve organic visibility, audience engagement, and lead generation.

Proficient in AI-assisted content development and the usage of AI tools such as ChatGPT, Claude, Perplexity, and Sora. Experienced in prompt engineering and AI-enhanced editorial processes that streamline production while ensuring accuracy, originality, and brand alignment.

## Skills

- AI-assisted content development
- Content strategy
- Thought leadership writing
- On-page SEO
- Prompt engineering

## Experience

### FREELANCE CONTENT DEVELOPMENT SERVICES

Sep 2017 - Present

MICHAEL MATA CONSULTING – Makati, Metro Manila

I offer freelance Content Development Services to brands and business leaders.

My services include:

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

- Email and Newsletter Marketing Copy
- Copwriting & Copyediting for Traditional Print (e.g. brochures, flyers, manuals, viewbooks, and exhibition materials)

## **US CONTENT EDITOR**

**Jan 2024 - Feb 2026**

INTO UNIVERSITY PARTNERSHIPS – Makati, Metro Manila

- Developed, wrote, and edited a variety of digital and print marketing materials to support INTO's US universities. These included brochures, flyers, agent manuals, blog posts, videos, and exhibition materials.
- Updated the B2B and B2C websites, ensuring that they contained updated and accurate information.
- Edited student testimonials for use in our digital and print marketing materials.
- Wrote and published news articles and press releases.
- Assisted with marketing and brand strategy.
- Ensured that all published content adhered to the INTO North America Style Guide and AP Stylebook.

## **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.
- 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 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**

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### **GRAPHIC DESIGN AND MULTIMEDIA**

LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY – Cyberjaya, Malaysia