


# ANGEL MALANO

## CONTENT WRITER | COPYWRITER | CONTENT MARKETING SPECIALIST

B2B, B2C, B2G | SEO, SOCIAL MEDIA, WEBSITE CONTENT, ADS, E-COMMERCE, BRANDING, EMAIL MARKETING, PROMPT ENGINEERING, AI-ASSISTED WORKFLOWS

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## SUMMARY

Results-driven Content Writer and Content Marketing Specialist with a track record of translating complex, technical topics across B2B, B2C, and B2G industries into high-performing SEO content, campaign messaging, and multi-channel marketing initiatives. Skilled in translating complex ideas into clear, engaging narratives that support business objectives and audience engagement. Experienced in cross-functional collaboration, stakeholder coordination, and content planning within fast-paced marketing environments. Comfortable leveraging AI tools to enhance research, ideation, and workflow efficiency. Thrives in Agile environments and is committed to continuous learning and growth in digital marketing. Focused on creating content that drives traffic, engagement, and supports lead generation efforts while aligning with broader marketing and sales objectives.

## KEY SKILLS

- SEO Content Writing
- Social Media Copywriting
- Technical Writing
- Content Development
- Content Optimization
- Editorial Planning
- Content Strategy
- Copy Editing
- Keyword Research
- Scriptwriting
- Storyboarding
- Email Copywriting
- Brand Storytelling
- Website Copywriting
- UX Copywriting
- Content Calendar Management
- Lead Generation Content
- E-Commerce Copywriting
- AI Prompt Engineering
- Stakeholder Coordination
- Cross-Functional Collaboration

## TOOLS & PLATFORMS

### Content Management Systems (CMS)

- Wordpress
- Umbraco

### SEO & Analytics

- SEMrush
- Google Trends
- Ubersuggest

### Content Optimization

- Yoast
- Grammarly
- Headline Studio
- Duplichecker

### AI-Assisted Content & Research

- ChatGPT
- Gemini
- Claude
- Perplexity

### Email Marketing

- Klaviyo

## PROFESSIONAL ROLES

### PROFESSIONAL SABBATICAL

PRESENT

*Dedicated to developing AI-assisted content workflows that accelerate SEO research, keyword clustering, content mapping, and draft production, strengthening editorial output quality and turnaround efficiency for digital marketing in remote-first environments.*

- **Data-Led Ideation and Prompt Crafting for SEO Strategy:** Directed an SEO-informed prompt framework that translated high-performing articles into keyword-informed content clusters and scalable blog campaigns, accelerating ideation while strengthening search visibility.
- **AI-Assisted Content Production & Editorial Workflow Optimization:** Applied structured prompting systems to accelerate research, drafting, and iteration cycles – maintaining full editorial control to refine tone, structure, and compliance alignment and deliver publication-ready content at improved turnaround.
- **Brand Voice Calibration & Content Alignment:** Developed context-rich editorial frameworks to ensure messaging consistency across platforms, aligning content with brand intent, audience expectation, and campaign goals.
- **Framework Design for Authority-Focused Content Strategy:** Developed authority-focused messaging frameworks using contextual persona engineering to support leadership communications and strengthen community engagement.

### SEO CONTENT WRITER

REMOTE

### FLEXI DIGITAL MARKETING

2023–2024

*Digital marketing subsidiary of Flexisource IT that delivers SEO, social media, branding, and content marketing solutions for Australian and global organizations.*

- **SEO Content Creation for Blogs & Guest Posts:** Drove a **30%** increase in organic traffic by leading the creation of SEO-optimized long-form content, including how-to guides, listicles, and beginner-friendly articles, as part of a broader content marketing strategy.
- **Keyword Research & Content Mapping:** Conducted keyword clustering and search intent analysis to align content with audience demand, informing editorial direction across blog campaigns and multi-platform content strategies.
- **Multi-Platform Content Strategy & Repurposing:** Collaborated on content transformation strategy, adapting long-form blogs into authority-driven LinkedIn thought leadership and social media assets to strengthen brand positioning across networking platforms.
- **Cross-Subsidiary Content Collaboration:** Elevated cross-company visibility by **20%** through SEO-optimized articles and backlink campaigns, integrating Flexisource IT, Flexi Digital Marketing, Flexilabs, and Remote Developer into a unified content strategy.
- **Case Study Development for Client Projects:** Directed the research and crafting of case studies by interviewing project teams, analyzing client challenges, and showcasing results with actionable recommendations to strengthen brand authority.
- **Podcast Co-Host for Industry Engagement:** Co-hosted FlexiTalks to spotlight thought leadership, amplify industry trends, and boost audience engagement by **10%** through conversational, authority-driven content.

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## PROFESSIONAL ROLES

SEO CONTENT WRITER

REMOTE

FLEXISOURCE IT & SUBSIDIARIES

2022–2024

*Australia-based IT outsourcing and digital solutions firm with subsidiaries in software development, digital marketing, and business operational services, for global B2B and B2C markets.*

- **SEO-Optimized Content Creation:** Led the development of SEO-optimized articles, guest posts, and white papers for IT outsourcing, software development, and digital services sectors, boosting organic search traffic by **30%** through well-researched, high-impact content targeting global B2B and B2C markets.
- **Strategic Content Leadership for Branding and Rebranding:** Spearheaded branding and rebranding initiatives by developing scripts, storyboards, and editorial guidelines, improving viewer retention by **30%** among Australian executives and Filipino talents.
- **Cross-Functional Collaboration for Integrated Campaigns:** Collaborated with SEO specialists, brand marketing experts, and graphic designers to produce rebranding materials, driving a **15%** increase in brand recognition and engagement in priority markets.
- **Long-Form Content Production & Multi-Platform Repurposing:** Produced and repurposed long-form blog articles and guest posts into multi-channel content, contributing a **25%** increase in organic traffic and significantly enhancing social media engagement.
- **Driving Brand Visibility through SEO & Content Marketing:** Drove higher search engine rankings and strengthened brand authority for Flexisource IT and its subsidiaries – Flexilabs, Remote Development, and Flexi Digital Marketing – through integrated SEO strategies and targeted multi-site content campaigns.

JUNIOR CONTENT WRITER

REMOTE

MOTION CABIN

2020–2022

*Philippines-based creative marketing agency that offers SEO content, social media campaigns, and video storytelling across B2B, B2C, and B2G industries, such as insurance, fintech, tourism, and lifestyle sectors.*

- **SEO Content Creation for Digital Campaigns:** Led SEO-optimized blog, website, and digital ad content as part of integrated content marketing campaigns, increasing organic engagement by **20%** through consistent, high-quality content production deployed across websites, social platforms, and digital campaign channels simultaneously.
- **Social Media & Content Management:** Directed social media content development for Instagram and Facebook within broader content marketing strategies, achieving a **30%** increase in engagement and follower growth over several months.
- **Scriptwriting for Audio-Visual Projects:** Wrote scripts and directed storyboards for various audio-visual projects, including explainer videos, client biographies, and brand storytelling pieces, ensuring narrative flow and alignment with campaign objectives.
- **Conversion-Focused Campaign Copywriting:** Developed multi-platform ad copy (Facebook, Instagram, TikTok, and in-app placements) aligning messaging with audience intent, campaign goals, and structured persuasion techniques to drive engagement and user action.
- **Embedded Marketing Team Support:** Functioned as an extension of client marketing teams, delivering high-volume, campaign-ready copy aligned with business goals, timelines, and brand guidelines.
- **Content Iteration & Optimization Support:** Refined campaign messaging based on stakeholder feedback and performance signals, contributing to improved clarity, engagement, and conversion readiness across campaign assets.
- **Short-Form Ad Copy Optimization:** Developed scroll-stopping hooks and high-retention copy for social media and in-app ads, aligning messaging with platform-specific attention patterns and user behavior.
- **Public Sector Campaign Content Development:** Developed SEO-driven and campaign-aligned content for B2B, B2C, and government projects, supporting clients such as the DENR, DTI, PRA, and KTO, contributing to audience engagement and multi-channel campaign execution.

CONTENT WRITER

ON-SITE

CLOUD EMPLOYEE

2019–2020

*UK-based IT outsourcing firm that connects European and global enterprises with Filipino developers for front-end, back-end, and full-stack software solutions.*

- **Multi-Channel Content Production for Brand Reach:** Produced blogs, white papers, and authority-driven LinkedIn content for executive leadership, increasing engagement by **30%** and strengthening brand positioning within the IT outsourcing market.
- **Thought Leadership Content for Brand Authority:** Created high-value, trends-focused articles that positioned Cloud Employee as a trusted industry authority, resulting in a **30%** increase in LinkedIn engagement.
- **Content Calendar Development & Strategic Planning:** Co-directed the development, strategy, and execution of monthly editorial calendars, improved planning efficiency, and drove consistent coverage of IT outsourcing trends, emerging technologies, and talent-focused narratives by **70%**.
- **SEO Blog Content Creation for Targeted Marketing:** Led SEO-driven content strategy to boost brand reach and audience engagement by **30%**, positioning Cloud Employee as a trusted authority in IT outsourcing among targeted executives, project managers from Europe and the USA, and Filipino IT professionals.
- **Link-Building & Outreach Content Initiatives:** Collaborated on guest posting and backlink acquisition campaigns, contributing to a **25%** increase in domain authority prior to the onboarding of a dedicated SEO specialist.

## EDUCATION

BACHELOR OF ARTS IN MIRIAM COLLEGE  
COMMUNICATION METRO MANILA, PHILIPPINES  
COLLEGE OF ARTS AND SCIENCE