

IMAE CLAIRE MONTEJO

CONTENT SPECIALIST | COPYWRITER | EDITOR

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PROFILE

I'm a Content Writer/Copywriter and Editor with seven years of experience writing and editing articles for various businesses, platforms, and media sources. I'm also adept at developing original content based on a client's needs and committed to writing with integrity and dedication to the craft. I'm also capable of writing about, proofreading, and editing various topics and skilled in performing research and achieving ultimate preparedness.

EDUCATION

UNIVERSITY OF SAN JOSE - RECOLETOS
BACHELOR OF ARTS IN COMMUNICATION

2012 -2016
CUM LAUDE

PROFESSIONAL EXPERIENCE

CONTENT WRITER VA

FEBRUARY 2023 - APRIL 2024

WING ASSISTANT — SILENT QUADRANT

- Developed and maintained a content calendar to ensure timely delivery of content
- Conducted keyword and audience research to ensure content was tailored to target audiences
- Managed content creation and publication process, ensuring timely and accurate delivery of content
- Researched and wrote engaging and informative SEO-optimized blog posts that generated a high level of reader engagement
- Researched and wrote articles on a variety of topics, including cybersecurity, real estate, business, and technology
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement
- Edited and proofread SEO-optimized blog posts to ensure quality and accuracy before publication
- Edited and optimized existing content to ensure accuracy and consistency across all channels

MARKETING CONTENT WRITER

JANUARY 2024 — APRIL 2024

OUTSOURCED PH — 6CLICKS

- Researched and wrote articles on a variety of topics, including cybersecurity, risk management, AI, and regulatory compliance.
- Adapted writing style to meet the needs of each target audience, resulting in higher engagement and reader satisfaction
- Edited and proofread articles for accuracy and clarity, ensuring quality and consistency in the published content
- Collaborated with other writers and editors to ensure quality and accuracy of content
- Collaborated with cross-functional teams to ensure content alignment with brand guidelines
- Developed and maintained relationships with editors and other industry contacts, resulting in additional writing opportunities

SENIOR COPYWRITER

AUGUST 2022 - JANUARY 2023

DNA MICRO SOFTWARE, INC.

- Adapted writing style to meet the needs of each target audience, resulting in higher engagement and reader satisfaction
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement
- Wrote and edited press releases, newsletters, social media captions, email campaigns, and SEO-optimized articles
- Created captivating copy for social media posts that increased followers by 2%
- Wrote persuasive, targeted copy for email campaigns that increased open rates by 2%
- Edited and proofread SEO-optimized articles for accuracy and clarity, ensuring quality and consistency in the published content
- Coordinated with designers and other creatives to ensure content was visually appealing and on-brand
- Collaborated with other writers and editors to ensure the quality and accuracy of content
- Developed and maintained relationships with editors and other industry contacts, resulting in additional writing opportunities

CREATIVE WRITER

MAY 2022 - JULY 2022

CENIX BPO WEB DEVELOPMENT

- Adapted writing style to meet the needs of each target audience, resulting in higher engagement and reader satisfaction
- Researched and wrote engaging and informative blog posts that generated a high level of reader engagement
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement
- Edited and proofread articles for accuracy and clarity, ensuring quality and consistency in the published content
- Developed and maintained relationships with editors and other industry contacts, resulting in additional writing opportunities
- Collaborated with other writers and editors to ensure the quality and accuracy of content
- Monitored and analyzed website traffic and blog post performance to identify areas for improvement

SEO CONTENT WRITER

JANUARY 2022 - APRIL 2022

DESIGNRUSH

- Adapted writing style to meet the needs of each target audience, resulting in higher engagement and reader satisfaction
- Conducted keyword and audience research to ensure content was tailored to target audiences

- Researched and wrote engaging and informative SEO-optimized blog posts that generated a high level of reader engagement
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement
- Edited and proofread SEO-optimized articles for accuracy and clarity, ensuring quality and consistency in the published content
- Edited and optimized existing content to ensure accuracy and consistency across all channels
- Collaborated with other writers and editors to ensure the quality and accuracy of content
- Collaborated with designers, photographers, and other creative professionals to produce high-quality visuals for blog posts
- Developed and maintained relationships with editors and other industry contacts, resulting in additional writing opportunities

CONTENT WRITER

SEPTEMBER 2021 – MARCH 2022

AXADRA VENTURES – TRENDUP ASIA

- Adapted writing style to meet the needs of each target audience, resulting in higher engagement and reader satisfaction
- Researched and wrote link-building articles on a variety of topics, including lifestyle, business, technology, and finance
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement
- Edited and proofread link-building articles for accuracy and clarity, ensuring quality and consistency in the published content
- Edited and optimized existing content to ensure accuracy and consistency across all channels
- Collaborated with other writers and editors to ensure the quality and accuracy of content
- Developed and maintained relationships with editors and other industry contacts, resulting in additional writing opportunities

LEGAL CONTENT WRITER

AUGUST 2021 – OCTOBER 2021

SEARCHEYE

- Adapted writing style to meet the needs of each target audience, resulting in higher engagement and reader satisfaction
- Conducted keyword and audience research to ensure content was tailored to target audiences
- Researched and wrote engaging and informative legal and link-building articles that generated a high level of reader engagement
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement
- Proofread legal and link-building articles for accuracy and clarity, ensuring quality and consistency in the published content
- Edited and optimized existing content to ensure accuracy and consistency across all channels
- Collaborated with other writers and editors to ensure the quality and accuracy of content
- Developed and maintained relationships with editors and other industry contacts, resulting in additional writing opportunities

SEO CONTENT WRITER

MAY 2018 – JULY 2021

411 YOUR BUSINESS ON THE PHONE

- Specialized in blog articles, service pages, website content for landing pages, FAQ pages, and reviews for website
- Researched and wrote engaging and informative blog posts that generated a high level of reader engagement
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement
- Edited and proofread articles for accuracy and clarity, ensuring quality and consistency in the published content
- Edited and optimized existing content to ensure accuracy and consistency across all channels
- Collaborated with other writers and editors to ensure the quality and accuracy of content
- Developed and maintained relationships with editors and other industry contacts, resulting in additional writing opportunities

SEO CONTENT WRITER

MAY 2016 – MAY 2018

VIRTUAL STAFF SAVE, INC.

- Researched and wrote articles on a variety of topics, including lifestyle, business, technology, and finance
- Created compelling headlines, titles, and summaries that increased click-through rates and reader engagement
- Edited and proofread articles for accuracy and clarity, ensuring quality and consistency in the published content
- Adapted writing style to meet the needs of each target audience, resulting in higher engagement and reader satisfaction
- Collaborated with other writers and editors to ensure the quality and accuracy of content
- Developed and maintained relationships with editors and other industry contacts, resulting in additional writing opportunities

KEY COMPETENCIES

*Copywriting and Content Writing
Creative and Technical Writing
Proofreading and Editing
Social Media Management
Microsoft Office and Google Docs
Search Engine Optimization (SEO)*

*Keyword Research and Analysis
Title, Meta Tag & Meta Description
Optimization
Content Strategy & Goal Setting
Editorial Content Creation &
Publishing*

*Ability to Multitask
Ability to Work in a Team
Ability to Work Under Pressure
Effective Time Management
Adaptability and Flexibility
Ability to Meet Deadlines*

REFERENCES

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