

IMAE CLAIRE MONTEJO

CONTENT SPECIALIST | COPYWRITER | EDITOR

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SUMMARY

I'm a Content Writer/Copywriter and Editor with eight 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.

PROFESSIONAL EXPERIENCE

CYBERSECURITY TECHNICAL WRITER

JANUARY 2025 – APRIL 2025

MANPOWER OUTSOURCING SERVICES, INC. – MICROSOFT PH

- Authored and maintained detailed, accurate threat descriptions for newly identified malware families and variants in the Microsoft Threat Encyclopedia, supporting global cybersecurity efforts.
- Collaborated closely with Senior Technical Writers to translate complex malware behavior into accessible, structured documentation for technical and non-technical audiences.
- Synthesized data from internal threat intelligence platforms to create informative write-ups that included attack vectors, payload behavior, persistence mechanisms, and mitigation strategies.
- Developed and adhered to Microsoft's security taxonomy, editorial standards, and voice to ensure consistency across all threat descriptions and updates.
- Contributed to internal knowledge bases and documentation tools to support incident response teams and enhance threat actor tracking across campaigns.

CONTENT WRITER VA

FEBRUARY 2023 – DECEMBER 2024

WING ASSISTANT – SILENT QUADRANT

- Researched, wrote, and edited SEO-optimized articles covering cybersecurity threats, AI trends, and industry innovations to support brand authority.
- Published 3–5 long-form articles weekly, driving organic traffic growth and improving search engine rankings on key cybersecurity-related queries.
- Collaborated with cybersecurity subject matter experts (SMEs) to ensure technical accuracy and relevance of content.
- Conducted keyword research and implemented on-page SEO strategies using tools such as SEMrush to maximize content visibility.
- Adapted complex cybersecurity concepts, such as threat intelligence and vulnerability exploitation, into accessible, engaging copy.
- Managed editorial calendars, tracked performance metrics, and aligned content production with client's marketing goals and publication timelines.

MARKETING CONTENT WRITER

JANUARY 2024 – APRIL 2024

OUTSOURCED PH – 6CLICKS

- Created and published SEO-optimized blog articles and marketing content focused on AI-driven governance, risk, and compliance (GRC) solutions and emerging AI trends.
- Researched complex topics such as regulatory frameworks, risk modeling, and compliance automation, translating them into engaging content for enterprise decision-makers.
- Collaborated with client-side marketing and product teams to align content strategy with product positioning, audience needs, and industry developments.
- Applied keyword research and SEO best practices using tools like Ahrefs, SEMrush, and Yoast SEO to drive organic traffic and improve SERP performance.
- Produced content that supported lead generation and brand thought leadership, including whitepapers, articles, landing page copy, and case studies.
- Managed a consistent publishing schedule across platforms, ensuring timely delivery and adherence to brand voice, tone, and style guidelines.

SENIOR COPYWRITER

AUGUST 2022 – JANUARY 2023

DNA MICRO SOFTWARE, INC.

- Wrote, edited, and published high-impact marketing content, including social media captions, email campaigns, newsletters, and press releases tailored for diverse US-based clients across industries.
- Developed brand-consistent messaging strategies that elevated client visibility and engagement across digital platforms, including LinkedIn, Instagram, Facebook, and email marketing tools.
- Collaborated with design, SEO, and account management teams to align content with client goals, seasonal campaigns, and web development milestones.
- Crafted compelling headlines, CTAs, and value propositions that increased open rates, click-throughs, and audience retention across email and social channels.

- Maintained editorial calendars and ensured timely delivery of marketing collateral to support product launches, site deployments, and client rebranding initiatives.
- Monitored content performance and engagement metrics to optimize messaging strategies and refine audience targeting continuously.

CREATIVE WRITER

MAY 2022 – JULY 2022

CENIX BPO WEB DEVELOPMENT

- Wrote, edited, and published engaging lifestyle, relationship, and fashion articles tailored to diverse online audiences, enhancing content relevance and shareability.
- Researched current trends, seasonal topics, and cultural insights to produce original, compelling stories that aligned with editorial calendars and audience interests.
- Collaborated with editors, graphic designers, and SEO specialists to create visually appealing and search-optimized content for blogs and digital publications.
- Adapted tone, voice, and structure to fit various content formats, including listicles, how-to guides, opinion pieces, and trend reports.
- Ensured content quality, accuracy, and consistency through thorough editing and fact-checking, adhering to brand guidelines and client requirements.
- Monitored content performance using analytics tools (e.g., Google Analytics, WordPress metrics) to inform future content strategies and improve reader engagement.

SEO CONTENT AND COPYWRITER

JANUARY 2022 – APRIL 2022

DESIGNRUSH

- Researched, wrote, and optimized high-quality articles in the lifestyle, relationship, and fashion niches tailored to boost engagement and search engine rankings.
- Conducted in-depth keyword research using Ahrefs, SEMrush, and Google Keyword Planner to inform content strategy and improve organic visibility.
- Edited and optimized existing website content and blog posts to align with evolving SEO best practices, ensuring content remained relevant and competitive.
- Collaborated with the editorial and SEO teams to implement on-page optimization techniques, including keyword placement, meta tags, header structuring, and internal linking.
- Monitored performance metrics (traffic, bounce rate, SERP position) using Google Analytics and Search Console to guide content updates and strategy shifts.
- Stayed current with emerging SEO trends, algorithm updates, and content marketing innovations to maintain best-in-class practices and content effectiveness.

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CONTENT WRITER

SEPTEMBER 2021 – MARCH 2022

AXADRA VENTURES — TRENDUP ASIA

- Researched, wrote, and published SEO-optimized link-building articles across business, finance, technology, and related verticals to support off-page SEO strategies.
- Collaborated with the SEO and outreach teams to develop content aligned with link-building goals, target anchor texts, and referring domain guidelines.
- Ensured all content met third-party websites' quality and relevance standards while maintaining brand consistency and editorial integrity.
- Integrated targeted keywords and optimized metadata, headlines, and internal/external links to improve visibility and search performance.
- Conducted topic research and competitive analysis to create informative, engaging content that attracted backlinks and increased domain authority.
- Maintained a high-volume content pipeline, consistently meeting deadlines and publishing quotas in fast-paced, deadline-driven environments.

SEO LEGAL CONTENT WRITER

AUGUST 2021 – OCTOBER 2021

SEARCHEYE

- Researched, wrote, and edited SEO-optimized legal content covering family law, personal injury, and workplace compensation, tailored for U.S. attorneys and law firm websites.
- Translated complex legal terminology and statutes into accessible, engaging content for potential clients seeking legal information online.

- Conducted keyword research and implemented on-page SEO strategies, including optimized headings, metadata, internal linking, and structured content formatting.
- Collaborated with SEO strategists and account managers to align content with legal marketing goals and ensure compliance with advertising ethics and jurisdictional guidelines.
- Created blog posts, service pages, FAQs, and location-based landing pages that increased organic traffic, client inquiries, and lead generation for law firms.
- Maintained a consistent publishing schedule and ensured legal accuracy, clarity, and adherence to branding standards across all content.

SEO CONTENT WRITER

MAY 2018 – JULY 2021

411 YOUR BUSINESS ON THE PHONE

- Wrote, edited, and published SEO-optimized content, including blog articles, service pages, landing page copy, website reviews, and FAQs for diverse U.S.-based businesses.
- Conducted keyword research and implemented on-page SEO best practices such as internal linking, metadata optimization, and keyword placement to improve organic rankings.
- Developed tailored content strategies aligned with each client's industry, audience, and marketing goals, contributing to measurable growth in traffic and engagement.
- Collaborated with SEO strategists, developers, and designers to ensure content-supported technical SEO and user experience goals across various websites.
- Stepped up as Interim Content Editor, overseeing content quality, enforcing editorial standards, and mentoring junior writers on SEO techniques and brand voice consistency.
- Managed the editorial workflow, performed in-depth content reviews, and provided feedback to ensure accuracy, clarity, and alignment with client objectives.
- Contributed to the development of internal content guidelines and helped streamline the publishing process for improved efficiency and output consistency.

SEO CONTENT WRITER

MAY 2016 – MAY 2018

VIRTUAL STAFF SAVE, INC.

- Researched, wrote, and published SEO-optimized blog articles tailored to the target audiences of U.S.-based businesses across various industries.
- Conducted keyword research using tools like Google Keyword Planner, Ahrefs, and SEMrush to guide blog topics and content structure for improved search rankings.
- Applied on-page SEO best practices, including internal linking, keyword integration, metadata optimization, and proper use of header tags to boost visibility.
- Adapted writing style and tone to match each client's brand voice, ensuring relevance, engagement, and consistency across all blog content.
- Edited and proofread articles to ensure clarity, grammar accuracy, and adherence to editorial standards before publication.
- Collaborated with SEO strategists and digital marketing teams to align blog content with broader campaign goals and track performance metrics such as traffic, bounce rate, and keyword ranking.

KEY COMPETENCIES

<i>Copywriting and Content Writing</i>	<i>Keyword Research and Analysis</i>	<i>Ability to Multitask</i>
<i>Creative and Technical Writing</i>	<i>Title, Meta Tag & Meta Description</i>	<i>Ability to Work in a Team</i>
<i>Proofreading and Editing</i>	<i>Optimization</i>	<i>Ability to Work Under Pressure</i>
<i>Social Media Management</i>	<i>Content Strategy & Goal Setting</i>	<i>Effective Time Management</i>
<i>Microsoft Office and Google Docs</i>	<i>Editorial Content Creation &</i>	<i>Adaptability and Flexibility</i>
<i>Search Engine Optimization (SEO)</i>	<i>Publishing</i>	<i>Ability to Meet Deadlines</i>

EDUCATION

UNIVERSITY OF SAN JOSE – RECOLETOS	2012 –2016
BACHELOR OF ARTS IN COMMUNICATION	CUM LAUDE