

# IMAE CLAIRE MONTEJO

SEO CONTENT SPECIALIST | COPYWRITER | TECHNICAL WRITER

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## SUMMARY

*I'm a Content Writer with ten years of experience creating search-optimized, conversion-focused, and technically accurate content across cybersecurity, SaaS, fintech, property, legal, lifestyle, and B2B industries. I'm adept at long-form content, marketing campaigns, landing pages, email copy, whitepapers, case studies, technical documentation, keyword research, on-page SEO, content strategy, and performance analysis. I'm also skilled in simplifying complex topics into clear, engaging content that supports brand authority, organic growth, and improved search visibility.*

## PROFESSIONAL EXPERIENCE

### MARKETING CONTENT PRODUCER

JANUARY 2025 – MAY 2026

#### LENDI GROUP

- Wrote, edited, and published SEO-focused articles covering the Australian property market, including government schemes, property trends, refinancing, home loan updates, and emerging buyer insights.
- Created marketing copy for campaign assets based on broker requests, ensuring all materials were clear, compliant, audience-focused, and aligned with Aussie Home Loans' brand voice.
- Collaborated with internal stakeholders, brokers, marketing teams, and cross-functional departments to support content priorities and contribute to year-long business and campaign goals.
- Conducted research on property market developments, buyer needs, finance topics, and industry trends to produce timely, accurate, and relevant content for Australian home buyers.
- Contributed to a 10% increase in organic search traffic through consistent content production, SEO best practices, and strategic article optimization.

### CYBERSECURITY TECHNICAL WRITER

JANUARY 2025 – DECEMBER 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.

#### **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

*Search Engine Optimization  
Keyword Research  
Search Intent Analysis  
On-Page SEO Optimization  
Internal and External Linking  
CMS Publishing*

*SEO Article Writing  
Technical Writing  
B2B Copywriting  
SaaS Content Writing  
Cybersecurity Content Writing  
Legal Content Writing*

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

## TOOLS/PLATFORMS

- **SEO Tools:** Semrush, Ahrefs, Google Keyword Planner, Google Search Console, Screaming Frog, SEO Yoast
- **Content Ideation:** ChatGPT, Claude, Gemini, Copilot
- **Documentation:** Google Workspace, Microsoft 365, SharePoint
- **Communication:** Slack, Teams, Gmail, Outlook, Discord, Telegram, Zoom
- **Project Management:** Asana, Trello, ClickUp, monday.com, Jira
- **Content Management:** WordPress, Squarespace, HubSpot, Contentful
- **Photo Editing:** Canva

## EDUCATION

UNIVERSITY OF SAN JOSE – RECOLETOS  
BACHELOR OF ARTS IN COMMUNICATION

2012 –2016  
CUM LAUDE