

# Sheobi Anne Ramos

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## EXPERIENCE

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### Senior Beauty Writer

Feb 2021 – June 2021

AKIKA | Netherlands, Europe

- Wrote over 500 product copies and Facebook ad copies.
- Proofread and edited the copies of the in-house writer to ensure company matrix is followed.
- Lead team-building sessions and presentations inside the creative department to further improve on content strategies.
- Collaborated closely with the Creative Director to implement new content guidelines and brand tone.

### Beauty Writer

Oct 2020 – Feb 2021

Daily Vanity | Singapore

- Wrote and published SEO-optimized beauty and lifestyle copies that drove action and connected with the target audience.
- Thrived in a fast-paced, collaborative environment with a high-volume workload often requiring short turn-around times.
- Did intensive content, trend, and product research to ensure all copies are relevant, timely, and factual.
- Stayed updated on appropriate style guidelines and brand voice for consistency in messaging.

### Freelance Copy/Content Writer

June 2018 – Oct 2020

Freelance | Remote

- Worked directly with business owners to create compelling content, blog posts, product descriptions, etc.
- Initiated content strategies and trends for influencers and business owners to successfully market their products and services.
- Maintained up-to-date knowledge of communication and client-related industry trends.

### Trending News Writer

Aug 2017 – Jan 2018

CMCI Group | Washington, USA

- Wrote trending news, gaming, entertainment, and tech articles that appealed to the target audience.
- Prepared well-structured drafts using the company's content management system.
- Researched industry-related topics using online sources, interviews, and studies.
- Pitched and generated new ideas for content types that adhered to the company's standards.
- Worked closely with the in-house editor to ensure all articles followed editorial standards before publication.

### Travel Writer

June 2018 – Oct 2020

TravelersToday | San Francisco, USA

- Wrote SEO-optimized articles about international tourist destinations, hotspots, and places to look out for.
- Prepared well-structured drafts using the company's content management system.
- Researched industry-related topics using online sources, interviews, and studies.
- Pitched article ideas that adhered to the company's standards.
- Worked closely with the in-house editor to ensure all articles followed editorial standards before publication.

## EDUCATION

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Palawan State University | BS in Hospitality Management

June 2013 – Oct 2015

- *Member*, The Writer's Guild Philippines

University of San Carlos | BS in Hospitality Management – Australian Qualification Framework

June 2011 – March 2013

## SKILLS

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### Technical skills:

- Refined writing skills
- Proficiency with various Content Management Systems (WordPress)
- Stellar research skills
- Proficiency in APA formatting
- Extensive knowledge about User Experience
- Advanced copyediting skills
- Advanced experience with organic SEO and backlinking

### Soft skills:

- Highly creative
- Quick learner
- Inclusive
- Detail-oriented
- Collaborative

## REFERENCES

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### Wouter Akika

Akika CEO

akikawouter@gmail.com

### Kurt Rillo

Community Influencer

cjkurt.rillo@gmail.com