

Arline Ramirez

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SUMMARY: Multi-faceted strategic content marketing specialist with 10 years of experience.

PROFESSIONAL EXPERIENCE:

Technical Content Writer | CommPeak – Cloud-based VoIP Provider | April 2022 – January 2023

- conceptualized, researched, and wrote technical content for the company blog to promote Cloud VoIP solutions to a B2B audience
- produced creative content while still maintaining an overall consistent tone and format for SEO-optimized webpages, newsletters, social media posts, and articles
- collaborated with graphic designers and made suggestions for any content-related marketing initiatives, such as a landing page for an SEM campaign, newsletter template, and event booth graphics

Content Writer | Keystone - Lead Generation Company | March 2021 – Sept. 2021

- conceptualized and wrote 15-20 newsletters per week for a B2B audience focusing on B2B technology such as AI, marketing automation, and travel management software

Content Strategist and Writer | Mearth - Electric Scooter Store | March – Nov. 2020

- conceptualized and executed a content strategy for <https://www.mearth.com.au/> (brand) and <https://www.scootcity.com.au/> (e-commerce store)
- managed 2 blogs and editorial calendars
- wrote and published 8 blog posts a month using WordPress
- improved website copy and product brochures
- implemented email outreach for guest posting and linkbuilding to boost SERP ranking

Web Content Specialist | Pru Life UK - Insurance Company | June – Dec. 2019

- website maintenance – created webpages and updated content as needed with OpenCMS
- worked with a third-party marketing agency for SEO optimization of the company website
- worked with different departments locally and abroad to launch and implement marketing campaigns such as the “We Do Pulse” app and PRURide

Content Marketing Specialist | 912Ventures – Venture Builder | July 2018 – June 2019

- conceptualized and executed cross-platform content strategy for 4 B2B software: <https://amber.ph/> , <https://ives.ph/> , <https://www.loadup.com.ph/> and <https://www.rush.ph/>
- created and managed 4 editorial calendars
- updated, improved, and ensured consistent brand messaging in all digital, print, and marketing collaterals
- assigned, edited, and managed the output of a writer to ensure quality content was delivered on time
- wrote content for social media ads and event script
- collaborated with a graphic designer and video editor to produce a variety of content such as blogs, Facebook ads, client testimonials, and explainer videos
- worked with various stakeholders including product managers and sales

- assisted in marketing events such as app launches, conferences, and workshops

Web Content Writer | Sun Life - Financial Services Company | April 2017 – April 2018

- improved product pages to create a consistent tone and engaging content for readers

Content Marketing Strategist | Spiralytics - Digital Marketing Agency | May 2015 – Feb. 2017

- conceptualized and executed content strategy for clients
- used Ahrefs and BuzzSumo for content ideation
- collaborated with graphic designers, SEO specialists, and client success managers
- created and maintained editorial calendars for clients
- reported monthly blog performance using a proprietary analytics platform
- managed freelancers to ensure high-quality content was delivered on time
- ensured content is relevant and engaging for clients' target audience
- collaborated with a content specialist for content promotion
- contributed to marketing initiatives such as a lead generation whitepaper campaign to promote agency services and linkbuilding for clients to boost customer confidence

Website Content Writer | Microsourcing - BPO | September 2012 – April 2015

- produced content for <https://www.microsourcing.com/> to promote outsourcing to Australian SMEs.

Website Content Writer | EndlessRise - SEO Reseller | February 2012 – July 2012

- wrote 3 SEO press releases a day for websites of US-based companies

Additional Information:

Education: BS Nursing (Olivarez College Paranaque)

Certification: Digital Media Planning Program 2016 (Certified Digital Marketer)

Website: <https://lastfullshow.com/>

Portfolio: <https://arlineramirez.wixsite.com/portfolio>