

MARIA MYKA R. BOMEDIANO

Highly skilled marketing professional with a strong background in SEO, copywriting, news writing, and editing. Demonstrated expertise in developing engaging content, coordinating marketing campaigns, and optimizing digital strategies to drive brand awareness and achieve business goals.

EXPERIENCE

Freelance Writer — *Writer, Editor*

April 2023 - Present

- Delivers high-quality and engaging content tailored to diverse audiences as specified by clients while ensuring accuracy, clarity and keeping adherence to style guides (AP, CMS)
- Conducts thorough research to ensure factual accuracy
- Edits articles to ensure good flow, correct grammar, and coherence of information

QR Tiger, Dipolog City ZDN — *Marketing*

September 2023 - January 2024

- Drives revenue and customer acquisition through effective digital marketing strategies and campaigns, contributing to the company's long-term success.
- Develop digital marketing strategies that align with the company's goals and objectives.
- Manage digital marketing campaigns across various channels, such as email marketing, social media marketing, search engine marketing (SEM), and display advertising.
- Collaborate with other departments, such as sales and product development, to ensure the digital marketing campaigns align with the company's overall strategy.

MicroSourcing, Quezon City — *Marketing Copywriter*

November 2022 - July 2023

- Develops, writes, and edits copies and communication materials, within the company and for external communications including press releases, email, and invitations while ensuring that marketing content is optimized for search engines and appropriate for external use
- Works with creative team to write marketing copies and schedule social media posting for multiple clients in various platforms
- Creates, promotes, and tracks content in different social channels, including client websites, Facebook, Instagram, and other platforms.

MicroSourcing, Quezon City — News Writer

July 2021 - November 2022

- Writes news and content for the client website using facts from existing data, interviews, public records or broadcast, and information from other journalists or reporters, focusing on health and the COVID-19 pandemic, economics, and current events
- Conducts research to support information from different sources to create a single, coherent story.
- Optimizes articles for search engines to help increase website traffic

Krutherford Corporation, Cebu City — Editor, Public Relations Writer

September 2020 - April 2021

- Edits books by self-publishing writers by checking their content for grammar and accuracy
- Check writers' content against the company style guide
- Fact-checks content when necessary
- Writes PR Releases for books published by the company

BlueBerry Digital, Cebu City — Technical Copywriter

February 2018 - April 2020

- Creates templates, articles, and content for the business and technical writing division of the company
- Writes and edits corporate communications templates, contracts and agreements, analysis reports, and business plans
- Optimizes product listings for Amazon through product tagging and descriptions to improve SEO optimization for client business

UniversalTech Inc, Cebu City — Marketing Team Leader

June 2017 - November 2017

- Delegates, oversees, and tracks daily marketing tasks as necessary to team members
- Story pitching for various advertising campaigns and media releases
- Assists in the preparation of reports for digital performance, post-campaigns, and partnerships
- Monitors reports to gain insights regarding media reach
- Maintains role of alternate editor in case of content team editor's absence
- Recommended changes to website architecture, content, and linking to improve SEO positions for target keywords as necessary.

Marketing Specialist

September 2016 - June 2017

- Brainstorms and develops ideas for creative marketing campaigns
- Assists in marketing activities in various areas including content development and optimization, advertising, and events planning

- Collaborates with marketing and other professionals to coordinate brand awareness and marketing efforts
- Undertakes individual tasks of a marketing plan as assigned - Acts as an editor in the absence of the content team editor

Copywriter

February 2016 - August 2016

- Develops engaging content for articles, blogs, and stories to entice and engage the audience
- Ensures that web page content is edited properly to increase on-screen readability
- Rewrites, paraphrases or writes content from scratch depending on specific instructions provided in the work order

BAM Resource — Staff Writer

February 2016 - July 2017

- Researches facts and ideas daily, regarding topics and areas assigned
- Composes a wide variety of fresh news and content for the Science World Report website, based on the guidelines set forth by the company
- Specializes in science news reports, with focus on categories relating to Nature & Environment, Health, and Astronomy

SKILLS

COMMUNICATION

Strong written and verbal communication skills; comfortable with conveying ideas and information through the use of written or spoken language. Skilled in corporate communications, news writing, public relations texts, press releases, short-form and long-form content, as well as sales and engagement emails. Can communicate in English, Tagalog, Cebuano, and Hiligaynon.

RESEARCH

Very good at researching verified information based on clients' needs, with experience in various industries including business and commerce, social media marketing, government and politics, and health, among others.

SEO MARKETING

Optimizes copy and landing pages for search engine optimization for blog posts, outputs, and product tagging and descriptions for client websites and Amazon stores to improve SEO positions for client websites.

ORGANIZATION

Coordinates with foreign clients regarding daily activities and workload. Manages work calendar and schedules deadline conscious: adept at prioritizing deadlines and tasks to effectively work with clients and projects in an efficient and organized manner.

EDUCATION

University of San Carlos, Cebu City

June 2011 - March 2012

Bachelor of Laws (did not finish)

University of the Philippines, Miagao, Iloilo — *Bachelor's Degree*

June 2007 - April 2011

Bachelor of Arts in Communication and Media Studies

Focus on Advertising, Journalism, and Broadcasting

VOLUNTEER WORK

#MentalHealthPH, Cebu City — *Regional Coordinator*

November 2017 - September 2020

#MentalHealthPH, Cebu City — *Event Coordinator, Speaker*

January 2020

#MentalHealthPH x The Coffee Bean and Tea Leaf x Visayan Youth Matters (Central Visayas Present: Adunay Paglaum (There is Hope)

LICENSES & CERTIFICATIONS

Email Marketing: Strategy and Optimization — *LinkedIn Learning*

Issued April 2022

Google Analytics Quick Start — *LinkedIn Learning*

Issued April 2022

Integrated Marketing Communications Strategies — *LinkedIn Learning*

Issued April 2022

Introduction to Digital Journalism — *Reuters Meta Journalism Project*

Issued April 2022

Career Service Professional License — *Civil Service Commission*

Issued November 2015