



FERNANDO

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO Content Writing
- Medical Content Writing
- Healthcare Copywriting
- Blog Writing
- Article Writing
- SEO Optimization
- Keyword Research
- On-Page SEO
- Content Research
- Medical Research Interpretation
- Technical Writing
- Editing & Proofreading
- Website Content Development
- Audience Engagement
- Content Strategy Support
- Customer Service
- Technical Support
- Billing Support
- Sales Support
- Team Leadership

TOOLS

- Ahrefs
- WordPress
- Wix
- Elementor
- Google Keyword Planner
- Google Search Console

Results-driven SEO Content Specialist with 4+ years of experience creating SEO-optimized content for the healthcare and medical industries, specializing in blog writing, keyword optimization, and research-driven content development. Proven track record of producing accurate, engaging medical articles in collaboration with healthcare professionals, implementing SEO best practices to improve search visibility, and translating complex medical concepts into reader-friendly content that drives engagement. Brings strong expertise in SEO content strategy, keyword research, copywriting, medical writing, and content optimization, helping organizations increase organic traffic, strengthen brand authority, and deliver high-quality content that informs and converts.

WORK EXPERIENCE

MEDICAL BLOG WRITER

Medspecialized | December 2021 – July 2024 (2 Years, 8 Months)

- Wrote SEO-optimized medical articles, collaborated with healthcare professionals to ensure clinical accuracy, incorporated current medical research into content, and developed engaging health-related articles that improved search visibility and reader engagement.

CONTENT WRITER

Mediboost | June 2020 – February 2021 (9 Months)

- Produced SEO-focused blog posts, articles, and service pages, collaborated with subject matter experts to ensure content accuracy, researched health and fitness topics, and optimized content for search engine performance.

RENEWAL SALES ASSOCIATE

ServiceSource Philippines | March 2019 – July 2019 (5 Months)

- Assisted customers with vehicle rental services, handled membership inquiries, and upsold additional products and services to improve customer value and business revenue.

TECHNICAL SUPPORT REPRESENTATIVE

Teletech Philippines | September 2016 – March 2018 (1 Year, 7 Months)

- Resolved technical support requests, guided customers through troubleshooting procedures, explained technical concepts clearly, and managed customer expectations to deliver quality support.

CUSTOMER SUPPORT REPRESENTATIVE

Alorica Philippines Incorporated | October 2015 – July 2016 (10 Months)

- Processed customer orders, tracked shipments, handled product inquiries, verified customer information, and processed payment transactions while delivering quality customer service.

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WORK EXPERIENCE

BILLING SPECIALIST

Teleperformance | January 2013 – February 2014 (1 Year, 2 Months)

- Resolved billing discrepancies, coordinated payment-related concerns, maintained account accuracy, and delivered customer-focused billing support.

TECHNICAL LEAD

Arvato Digital Services Bertelsmann | November 2007 – December 2009 (2 Years, 2 Months)

- Led a team of 15 support personnel, managed customer escalations, ensured timely issue resolution, and maintained high service quality through effective team leadership and client follow-up.

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