



COLEEN

[VIDEO INTERVIEW](#)

WORK EXPERIENCE

SEO EDITOR

Inquirer.net | May 2023 – Present

- Implements on-page SEO strategies, conducts post-editing of news articles, proofreads for grammatical accuracy, and fact-checks content to ensure quality and search optimization.

CONTENT WRITER

Wing AI | June 14, 2022 – Present

- Writes 800–1200-word blog articles daily, develops content strategies, edits and proofreads ebooks, and applies email marketing training (Respona) to support digital campaigns.

AGRARIAN REFORM PROGRAM TECHNOLOGIST

Department of Agrarian Reform – Negros I, Bacolod City | March 2020 – July 2022 (2 Years, 5 Months)

- Drafted speeches and official communications, wrote legal comments, assisted in administrative and paralegal tasks, and supported office operations.

SOCIAL MEDIA & CONTENT STRATEGIST

OnePoint Digital Marketing, Bacolod | November 2019 – March 2020 (5 Months)

- Created social media copy for Twitter, LinkedIn, Facebook, and Instagram, scheduled posts via Hootsuite, and assisted account managers in executing digital marketing strategies.

CONTENT SPECIALIST

Xite Live Digital Marketing & Advertising Agency, Dubai, UAE | February 2018 – April 2019 (1 Year, 3 Months)

- Wrote blog articles, landing pages, and social media copy while supporting client communication and campaign implementation alongside account managers.

NEWS REPORTER

The Filipino Times, Dubai, UAE | December 2016 – February 2018 (1 Year, 3 Months)

- Produced 4–5 news articles daily, ranging from 350–500 words, covering relevant news stories.

CONTRIBUTING COLUMNIST

Watchmen Daily Journal | August 2016 – 2018 (2 Years)

- Wrote 500–750-word opinion articles on politics and social issues at least twice per week.

NEWS REPORTER

Watchmen Daily Journal | August 2014 – November 2015 (1 Year, 4 Months)

- Wrote 4–5 daily news articles covering police beat and community stories.

SKILLS/AREAS OF EXPERTISE

- Local SEO
- SEO Audits
- Technical SEO
- On-Page & Off-Page SEO
- PPC Campaign Management
- Social Media Management
- Executive Assistance
- Digital Marketing Strategy
- Email Marketing
- Content Editing & Proofreading
- Content Writing & Copywriting
- Service Page & Landing Page Writing

TECHNOLOGY

- Google Analytics
- Google Search Console
- Respona
- Hootsuite
- SEO Audit Tools (SEMrush / Ahrefs)
- WordPress

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