

# SOFIA ISABEL MARTILLANO

sofiaisabelmartillano@gmail.com • <https://www.linkedin.com/in/sofia-isabel/> • Cavite, Philippines

## PROFESSIONAL SUMMARY

Results-driven content strategist with over five years of experience developing data-informed content frameworks that enhance visibility, engagement, and brand authority. Skilled in on-page SEO, Generative Engine Optimization (GEO), and Answer Engine Optimization (AEO) to align content with evolving search behaviors. Combines analytical insight and creative precision to deliver measurable traffic and conversion growth across global markets.

## PORTFOLIO

1. <https://www.venuerific.com/blog/author/sofia-isabel-martillano>
2. <https://bitcasino.io/blog/slots/legacy-of-dead-slot-review>
3. <https://bitcasino.io/blog/slots/starburst-xxxxtreme-slot>
4. <https://coin360.com/learn/crypto-security-guide-proven-tips>
5. <https://coin360.com/learn/top-ai-crypto-projects-to-watch>
6. <https://coin360.com/learn/10-best-crypto-tools-every-trader-should-know>

## WORK EXPERIENCE

Venuerific, Singapore - **Senior Digital Marketing Executive**

Sep 2024 - Present

- Increased organic traffic by 60% within 6 months through SEO optimization and strategic content marketing
- Boosted top-10 keyword rankings by 45% across Venuerific's regional landing pages
- Launched cross-functional marketing campaigns, resulting in a 35% rise in qualified leads
- Aligned digital efforts with business OKRs, supporting a 3x increase in traffic
- Used Ahrefs, Google Search Console, and Google Ads to inform and adjust content direction

Latched, Canada - **Senior SEO Content Writer (Mar 2024 - Present)**

**SEO Content Writer (Mar 2022 - Mar 2024)**

- Wrote and optimized 30+ long-form articles monthly across cannabis, hemp, and wellness niches
- Drove a 75% increase in organic sessions on Latched's blog through keyword-targeted content
- Used SurferSEO and Grammarly to maintain a content score of 80+ across all uploads
- Contributed to 1000+ high-ranking product reviews and educational blog posts
- Implemented metadata best practices, resulting in 25% improvement in CTR across featured articles

QWERTYLABS, Makati City - **SEO Content Writer**

May 2021 - Mar 2022

- Produced 17,500+ words per week on crypto and casino topics, meeting 100% of deadlines
- Published 80+ ghost-written articles that ranked in the top 10 for niche gambling-related keywords

- Maintained <5% revision rate on all content delivered
- Supported onsite SEO improvements by writing high-converting landing pages and guides
- Collaborated with SEO teams to update outdated content, boosting clients' site traffic by 20%

## EDUCATION

STI College Carmona - ***Bachelor of Arts in Communication***  
***Jun 2016 - May 2019***

## SKILLS

- On Page SEO
- Generative Engine Optimization (GEO)
- Answer Engine Optimization (AEO)
- CMS (WordPress, Medium, custom CMS)
- Content Writing
- Google Analytics
- Ahrefs
- Google Workspace
- Microsoft Office
- Canva
- Revue

## CERTIFICATIONS

**Google** - *Attract and Engage Customers with Digital Marketing*  
Credential ID: CMQTZS0E3SXJ • Issued Apr 2025  
Skills: Search Engine Optimization (SEO)

**Google** - *Foundations of Digital Marketing and E-commerce*  
Credential ID: RF29HWYXBVQQ • Issued Feb 2025  
Skills: Marketing

**Google Play Academy** - *Store Listing Certificate*  
Credential ID: 91918530 • Issued Jan 2024 • Expires Jan 2027

**IBM** - *Introduction to Data Analytics*  
Credential ID: Z9KS3XTRY7JL • Issued Dec 2022  
Skills: Data Analysis, Data Science, Spreadsheets, Data Visualization