

MARY JANE RODRIGUEZ

FREELANCE ONLINE CONTENT STRATEGIST & SEO WRITER

📍 San Pedro, Laguna, Philippines | Remote-Ready

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PROFESSIONAL SUMMARY

Content Strategist & SEO Writer with a Computer Science background and 4+ years of experience. Specializes in Fintech, Commercial Insurance, and Political sectors, driving engagement through AEO, technical SEO, and high-intent organic search strategies.

CORE SKILLS

- **Content Strategy:** Content Gap Analysis, Topic Clustering, AEO & GEO Optimization, Editorial Calendars, User Intent Mapping, Brand Voice Development.
 - **SEO & Analytics:** Keyword Research (Semrush/Ahrefs), On-Page SEO, SERP Analysis, Google Search Console, Neuronwriter, Surfer SEO.
 - **Content Production:** Thought Leadership, Technical Writing, White Papers, Media Pitches, Localization (English/Filipino), Copywriting.
 - **CMS & Tools:** WordPress Management, Squarespace, AI Workflow Integration, Google Workspace, Project Management Tools.
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FREELANCE EXPERIENCE

Freelance Content Strategist & SEO Writer | Remote Self-Employed / Various Clients | May 2024 – Present

- **Commercial Insurance (2026):** Developed a comprehensive media pitch and content framework addressing commercial insurance considerations for the 2026 fiscal year, targeting B2B decision-makers.

- **Political Advocacy** (Project MZ & Rhea Patel): Executed website copywriting and messaging strategy for a political candidate, focusing on voter engagement and clear policy communication.
 - **Fintech & Crypto** (Crypto Wigwam / Kevat Patel): Led the site architecture and content creation for "Crypto Wigwam," ensuring alignment with current cryptocurrency market trends. Produced blog content for client Kevat Patel to establish niche authority.
 - **Strategy**: Transitioned from ad-hoc writing to full lifecycle content management, including topic ideation and competitive analysis.
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Content Writer (SEO Focus) | We Write Remotely | Revolve Digital | Feb 2024 – Oct 2024

- Produced high-volume, SEO-optimized articles, guides, and email swipes for diverse client niches.
 - Leveraged Neuronwriter to optimize semantic relevance, consistently meeting high content scores for improved SERP ranking.
 - Managed WordPress publishing workflows, ensuring proper formatting, meta-tagging, and image optimization.
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Content Writer & Strategist | Your Lifestyle Business | The Working Traveller | Oct 2023 – Jan 2024

- Conducted content gap analysis to identify missing topic opportunities and increase topical authority.
 - Utilized Surfer SEO to optimize existing and new content, aligning output with live search engine algorithms.
 - Drafted comprehensive guides and email campaigns designed to nurture leads through the sales funnel.
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Content Writer & Social Media Manager | 3Verses Digital | Oct 2022 – Aug 2023

- Managed end-to-end content production for Web3 and digital assets, ensuring technical accuracy.
- Oversaw social media accounts, increasing engagement through consistent, on-brand messaging.

Localization & Translation Specialist | Cwallet (formerly CCtip) | 2023

- Localized technical Fintech content into Filipino, ensuring cultural relevance and retaining core financial meaning.
 - Collaborated with product teams to meet strict deadlines for feature rollouts.
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SELECTED CLIENT WORK / HIGHLIGHTS

- **Fintech & Crypto:** Coinraket, Cwallet, Crypto Wigwam.
 - **B2B Services:** Commercial Insurance media pitches (2026).
 - **Lifestyle & Travel:** Your Lifestyle Business, The Working Traveller.
 - **Civic/Political:** Campaign copywriting for local candidates.
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EDUCATION & CERTIFICATIONS

B.S. Computer Science Laguna Science & Technology College | 2013

General Virtual Assistant Training PROVA | Certified 2022

ADDITIONAL INFORMATION

Availability: Open to retainer and project-based contracts.

Time Zone Flexibility: Experienced in working across US, UK, and APAC time zones.

Languages: English (Professional/Fluent), Filipino (Native).