

Marjorie Mendoza

Content Specialist

Using Effective Story Telling to Transform Ideas into Impactful Engagement

Contact

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Education

- **University of Southeastern Philippines**
  Bachelor of Arts in English Literature
- **University of Mindanao**
  Bachelor of Science in Chemistry
- **Brokenshire College**
  Bachelor of Science in Nursing

Skills

- People Management
- Digital Marketing
- Project Management
- Creative Writing
- Effective Communication
- SCRUM & Agile
- SEO Marketing

References

David Chmelar
Heureka Group / CEO
Phone: +420 724 366 724
Email : chmelda@centrum.cz

Faza Fauzi
Head of Operations
Phone: +60173425134
Email : faza.fauzi@live.com

Profile

I have more than 12 years of experience in content creation, content strategy, copywriting, editing, and SEO. I've worked across e-commerce, gaming, B2B, and digital marketing. I've managed people, content, and everything in between. I have a particular knack for writing long-form and well-researched content, especially ones that are educational and informative.

Portfolio: writenowmj.wordpress.com

Relevant Work Experience

Hubtal | Kuala Lumpur, Malaysia

2024 - Present
Senior B2B Content Writer

Developed research-driven B2B content for the consultancy sector in Southeast Asia. I help translate complex business topics into clear, engaging, and audience-focused content. Collaborated with consultants and internal teams to deliver accurate, high-quality content that supported brand authority and lead generation.

iPrice Group | Kuala Lumpur, Malaysia

2020 - 2024
Content Specialist & Strategist

Responsible for creating data-driven content plans, produce and oversee high-quality across various formats, ensuring brand consistency, and SEO optimisation. Coordinate with marketing, design, product, and sales teams for cohesive strategy execution. Monitor content performance metrics, implement improvements based on data, and stay updated with industry trends.

2018 - 2020
Content Team Lead

Be the leader in developing content strategies to ensure alignment with business goals. Using the resources available, my goal was to provide clear direction, feedback, and support to team members to foster a culture of continuous learning and growth, through Agile & SCRUM methodologies.

2015 - 2018
Editorial Content Writer

Create compelling, high-quality content that engages audience, supports business objectives, and SEO for blogs, social media, and content marketing. Implement SEO best practices to enhance content visibility through keyword and competitor research, as well as technical SEO. Provide meticulous editing and constructive feedback to maintain high editorial standards and improve team output.

JSO Worldwide | Davao City, Philippines

2012 - 2014
Web Content Writer

NOW Outsourcing | Davao City, Philippines

2011 - 2012
Web Content Writer