



# KATHRYN PEARL TIMONERA

Technical Content Writer and  
Digital Marketing Specialist

## ABOUT ME

As a Technical Content Writer and Digital Marketing Specialist, I am adept at fostering clear communication, seamlessly connecting intricate technical information with captivating storytelling to enhance engagement and drive impactful outcomes.

## WORK EXPERIENCES

Technology Advice

January 2023 - Present

### ● Technical Content Writer

I write about data and cybersecurity articles focusing on current trends, technologies solutions, and informational articles while adhering to editorial guidelines and maintaining content quality standards.

JobYoda

July 2023 - February 2024

### ● Content SEO Consultant

I strategize SEO efforts and optimize the website to drive organic traffic and conversions, ensuring alignment with client objectives and industry best practices.

WeStride

December 2022 - May 2023

### ● Digital Marketing and Sales Manager

I plan APAC content marketing strategies and oversee sales team outreach efforts, while analyzing market trends and competitor activities for strategic adjustments.

SexualAlpha

November 2022 - April 2023

### ● Link Builder and Research

I enhance Google rankings through link acquisition and identify high-quality link opportunities, leveraging data analytics to track performance and optimize link-building strategies accordingly.

Adrac Digital Marketing Services

May 2022 - October 2022

### ● Conversion Rate Optimization Specialist

I analyze and optimize homepages, landing pages, and PPC content to improve conversion rates, utilizing A/B testing and user experience analysis to drive continuous improvement.

Alliance International Servicing

June 2021 - April 2022

### ● Marketing & SEO Content Specialist

I create web, social media, and email content while strategizing SEO-driven marketing campaigns, and collaborate with stakeholders to monitor campaign performance and adjust strategies as needed.

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## EDUCATION

- Mindanao State University -  
Iligan Institute of  
Technology  
BSED - Music, Arts, PE, Health

## EXPERTISE

- Content Writing
- Technical Content Writing
- Web Content Strategy
- Email Marketing
- Conversion Rate Optimization
- Digital Marketing
- Content SEO

## CERTIFICATOINS

- Google Digital Marketing Certificate
- Semrush - Competitive Analysis and  
KW Research Certificate
- Advanced Website Conversion Rate  
Optimization