

Results-driven and highly adaptable professional with a 3+ year in-house track record of writing copy that converts. My portfolio combines my adaptability to target various audiences including in the B2C and SaaS spaces. A self-starter, I'm keen for a challenge by expanding my subject matter expertise while leveraging AI.

WORK EXPERIENCE

DIGITAL CONTENT WRITER and CONTENT LEAD, Resume Genius - Taiwan (remote)

(2022 - PRESENT)

Successfully coordinated and led efforts to drive traffic to newly created website as content lead, taking click rate from 0 to 37,000 and over 6.5M impressions within the first 6 months solely through organic SEO content.

- Leading the content creation and SEO optimization strategy for company website through localization and impact monitoring with SEO tools.
- Automated competitive analysis and content drafting process using AI tools, reducing research time for long-form content and drafting by over 50% on average, allowing for more resource allocation to optimization efforts.
- Demonstrate adaptability to core algorithm updates by regularly monitoring competitors' performance and on-page SEO to optimize current various content strategies.
- Drive site visibility in the French market through regular analysis and research of French job market trends and competitor strategy while consistently taking into account on-page user experience and content value.

FREELANCE ESL INSTRUCTOR, PROOFREADER & TRANSLATOR, Le Comptoir des Langues - France (remote) (2016 - 2021)

Demonstrated adaptability and applied strong intercultural communication skills to help clients both online and offline.

- Adapted company's in-house learning method to French professionals' learning style during weekly individual online classes to surpass initial retention targets by 20%.
- Carefully researched and adapted learning materials to lead private students to consistently meet personal objectives under short deadlines (oral exams for immigration purposes, college essay preparations, daily conversation, business English).
- Edited and proofread trilingual young learners' educational material (English, French, and Korean) with short deadlines in collaboration with a graphic designer while ensuring clear communication and timely progress updates to client.

SKILLS

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| • Content writing (web content, blog posts, guest posts, landing pages, video scripts, outreach emails) | • CMS (WordPress) | • Critical thinking |
| • Editing and proofreading | • Communication tools (Slack, Google Meet) | • Task prioritization |
| • Research and analysis | • Microsoft Word, Excel | • Time management |
| • Translation | • SEO tools (Ahrefs, Google Search Console, Rank Ranger, Keyword Insights) | • Collaboration |
| • Bilingual English-French | • Text generative AI tools (ChatGPT, Gemini, Claude) | • Communication |
| | • Figma (beginner) | • Autonomy |
| | | • Adaptability |

EDUCATION

MASTERS IN GLOBAL AFFAIRS & POLICY, YONSEI GRADUATE SCHOOL OF INTERNATIONAL STUDIES - SOUTH KOREA

BACHELOR'S DEGREE IN EAST ASIAN STUDIES, MONTREAL UNIVERSITY - CANADA