



Kimberly Navales

Cebu, Philippines writer.kimberlynavales@gmail.com

[LinkedIn](#)

[Portfolio](#)

WORK EXPERIENCE AND PROJECTS

Content Strategist - BKO (Marketing Agency) - VA, USA

October 2023 - April 2024

- Material Handling Lead Magnets
 - Researched and created long form lead magnets such as free downloadable ebooks and case studies for C-suite, V-suite, and D-suite audiences
 - Created marketing email copy linked to the lead magnets
 - Collaborated with an email marketing specialist in creating email sequences
 - Created social media decks for single image, carousel, and video posts based on brand guidelines
- Various Public Sectors Website Redesign
 - Reviewed previous websites and handpicked copy to add to the mockups on Figma
 - Collaborated with the design, video, and content teams along with the digital marketing manager in creating shorts (videos) to promote newly designed websites
- Organizational Development Coach Ebook Proofreading and Editing
 - Collaborated with the design, content team, and executive assistant in proofreading and editing an ebook on team management
- Personal Care Website Redesign and Optimization
 - Implemented local and on-page SEO on web copy

Content Writer | Marketing Support - First Ascent Design, LLC (Digital Marketing Agency) - DE, USA

January 2021 - May 2023

- [Science-based Business Incubator](#), [Nonprofits](#), [Education](#), Animal Care, and Hospitality Website Redesign and Brand Awareness
 - Conducted industry and competitor research
 - Redesigned website architecture through sitemap creation and UX flow mapping
 - Developed engaging content strategy and outlines
 - Wrote web copy and press releases
 - Built email distribution list
 - Implemented and monitored social media campaigns
 - Analyzed and reported on key performance indicators (KPIs)

- [Training Provider](#) and Healthcare SaaS Lead Generation and Conversion Optimization
 - Developed and executed a comprehensive content strategy and managed content calendar
 - Researched and wrote SEO blogs and published them on WordPress
 - Managed social media presence across platforms, created posts, and scheduled them on Agorapulse
 - Conducted regular social media analytics to inform strategy and optimize performance
 - Created social media playbooks and managed social media communities
 - Wrote, designed, and scheduled email campaigns on Mailchimp

- Nonprofits, Public sector, Engineering and Architecture Firms, Accounting Firm, Education, and Performing Arts Social Media Management
 - Executed social media management tasks including creation of content calendar and playbooks, scheduling, analytics reporting, and community management

- Book and TV Series Franchise Ticket Sales
 - Created landing pages for worldwide touring exhibit
 - Wrote email campaign copy

- Education and Public Sector Advertising Campaigns
 - Created ad copies for SERP, Google ads, Meta, and print ads (direct mail, billboards, and place-based)

- [Nonprofit](#) and [Agriculture](#) Website Redesign
 - Contributed to website development by formatting and structuring content for WordPress pages

- Digital Marketing Agency Project Management
 - Developed detailed Asana tasks, including clear descriptions, linked resources, step-by-step instructions, collaboration assignments, and appropriate project/client tagging
 - Created comprehensive Standard Operating Procedures (SOPs) for efficient task delegation and knowledge transfer

- Film Production SEO Improvement
 - Enhanced SEO through meta tags and descriptions using YoastSEO

Social Media Manager | Shopify Developer | Product Manager - Clothing Shop - USA and Australia

June 2019 - January 2021

- Developed Shopify store themes using Liquid template language, incorporating HTML, CSS, JavaScript, and JSON
- Created and managed Facebook and Instagram advertising campaigns
- Added and managed products, including photos and descriptions, within the Shopify platform
- Edited product images using Adobe Photoshop CS2
- Managed and scheduled social media content using Skedsocial
- Optimized Shopify product listing organization

Content Writer | Copywriter | Technical Writer | E-book Ghostwriter - Various Upwork Clients - USA, UK, Australia, Singapore

March 2011 - November 2021

- Wrote web copy, SEO blogs, social media copies, nonfiction ebooks, essays, newsletters, YouTube scripts, product descriptions and reviews for Amazon and Shopify

Food Service Worker - Polynesian Cultural Center - Laie, Hawaii, USA

January 2013 - April 2014

- Provided guest assistance and support

TOOLS AND SOFTWARE

CMS

Shopify
Wix
Wordpress

CRM

Airtable
Asana
Zoho

Design

Adobe CS2
Canva
Figma

Email

Mailchimp

SEO

MozBar
SEMrush
YoastSEO

Social Media

Agorapulse
SkedSocial

Writing

Grammarly
Hemingway

Others

Diagrams
Dropbox
Google Workspace

INDUSTRIES AND NICHES

B2B

Accounting Firm

B2C

Education

Nonprofit

Advocacy/NGOs

Business Incubator
Engineering and
Architecture
Interior Design
Material Handling
SaaS
Technology

Fitness
Food and Beverage
Healthcare
Real Estate
Retail
Self-Improvement
Travel

Foundations
Political Campaigns
Religious Organizations
Support Groups

PROFESSIONAL DEVELOPMENT

- Digital Marketing [View](#)
- Google Analytics [View](#)
- Content Marketing and SEO Fundamentals [View](#)
- Social Media Marketing [View](#)
- Fundamentals of Marketing Analytics [View](#)
- PPC Fundamentals [View](#)
- **WordCamp Asia 2024**
Taipei International Convention Center (TICC), Taipei, Taiwan
March 7-9, 2024

EDUCATION

Brigham Young University - Hawaii

B.A. Psychology
Laie, Hawaii, USA
2013 - 2014

University of San Carlos

B.S. Psychology
Cebu City, Philippines
2008 - 2011

KEY SKILLS

- Content Strategy and Development
- SEO Optimization
- Content Writing and Editing
- Social Media Management and Marketing
- Email Marketing
- Project Management
- Website Redesign and Optimization
- Digital Marketing Analytics

SOFT SKILLS

- Intellectual Curiosity and Enthusiasm
- Personal Values and Ethics
- Interpersonal and Communication Skills
- Time Management and Organizational Skills
- Attention to Detail
- Problem-Solving Skills

CHARACTER REFERENCES

Rebecca Schmidt

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