

Edi Lance Domingo

Writer, Illustrator, and Social Media Lead

Address

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Profile

Skilled content writer experienced in social media management, online marketing, and content creation. Track record of driving website traffic and increasing audience engagement. Proficient in WordPress, SEO practices, and using different multimedia software. Adaptable team player dedicated to delivering impactful content aligned with brand guidelines and changing trends.

Education

University of the Philippines Diliman (2015 - 2020)

B.A. Political Science

Affiliations

University of the Philippines Journalism Club

Member | 2017 - 2020, Vice President | 2018 - 2019

Association of Political Science Majors

Member | 2016 - 2020

Experience

Freelance Social Media Lead and Writer for Global Scholarships | December 2022 - present

Develop and implement engaging social media campaigns to drive website traffic and increase audience engagement. Plan and schedule content to ensure a consistent online presence and timely delivery of posts. Create captivating content, including graphics, videos, voice recordings, and written posts. Craft compelling scripts for short-form to long-form videos to attract and educate target audience. Write, edit, and proofread social media posts, ensuring they are engaging, informative, and aligned with brand voice.

Contributing Author for Playsum.live | July 2022 - present

Conduct extensive research on casual video games, and staying updated with industry trends. Write articles, reviews, and commentaries catering to the target audience. Showcase expertise through insightful content that captivates gamers and non-gamers. Collaborate with clients and ensure high-quality, accurate, relevant, and brand-aligned content.

Freelance Illustrator | August 2018 - present

Do art commissions for local social media personalities and content creators.

Freelance Writer and Database Manager for Study Abroad Aide | August 2022 - September 2022

Researched and wrote compelling content on international education. Created error-free articles, posts, and guides aligned with brand voice. Proofread content for accuracy. Updated educational database with scholarships and university info.

Writer for Blockchain Games Network, LeagueFeed, UniGamesity, and TheHelpfulGamer | August 2022 - February 2023

Produced engaging articles, reviews, and commentaries for target audience. Collaborated with client in creating high-quality, accurate, and relevant content. Stayed updated on game changes. Apply SEO practice for optimal visibility of content. Covered various topics including NFTs, game reviews, walkthroughs, news, and international education. Covered gameplay mechanics, updates, and community trends. Occasionally created audio articles.

Vice President for Publicity in UPJC | August 2018 - July 2019

Led a 5-man team and managed publicity duties like information dissemination, event announcements, graphic design, and more. Raised social media engagement by 40 percent through infographics, reenvisioned designs, and social-relevant posts.

Projects

Edi's Work Archives | bit.ly/EdiCreatives and <https://edilancedomingo.contently.com/>

Personal and professional writing and art portfolio.

Asian Journalism Research Conference 2017 | bit.ly/AJRC2017

Illustrated and helped with the branding for a journalism event. Designs and illustrations I made are still used years after.

manhid - a literary folio by UP Journalism Club | bit.ly/Journeys2019Manhid

Edited and illustrated for a creative writing collection of UPJC. I was the Graphics Editor and illustrator for the project.

Alfenwylm's Listless Restless Mind | <https://alfenwylm.substack.com/>

Writer for a blog site containing casual to in-depth reviews of pop culture topics and video games.

Skills

Microsoft Office Suite and Google Workspace

Adobe Software: Animate, Photoshop, Audition, and Lightroom

Video and Audio Editing: Movavi Video Editor, Audacity

SEO Tools: Semrush, Frase, Copypmatic

Voice-over Narration

Technical Writing, SEO Writing, Research, and Ideation

Data Entry and Analysis

Layouting