

Katherine Bongco

FREELANCE WEBSITE DEVELOPER & SOCIAL MEDIA SPECIALIST

If you're on the lookout for a professional who can elevate your online presence and drive business growth, look no further. With over a decade of experience in website development, social media management, digital marketing, and SEO, I'm passionate about helping businesses like yours thrive in the digital space.

As a website developer, I've built everything from sleek e-commerce sites to dynamic blogs. My approach goes beyond just aesthetics—I ensure every site I create is optimized for user experience and search engines alike. By integrating effective SEO strategies into my development process, I help businesses rank higher in search results, attracting more visitors and converting them into loyal customers.

In the realm of social media, I've managed campaigns that have significantly boosted brand engagement and awareness. One of my standout projects was a 3-month campaign across TikTok, Instagram, and Facebook, which generated over 10,000 organic and paid interactions. My content isn't just visually appealing; it's also crafted with SEO in mind to ensure maximum visibility and reach.

My experience in SEO extends beyond website optimization. I've successfully implemented SEO-driven content strategies that have improved search engine rankings, increased organic traffic, and enhanced overall online visibility for my clients. I understand the importance of keywords, backlinks, and content quality, and I use this knowledge to develop strategies that align with the latest search engine algorithms.

What sets me apart is my entrepreneurial mindset. I thrive on innovation, whether it's launching a new digital campaign, designing a user-friendly website, or fine-tuning SEO strategies. My goal is always to deliver work that not only meets but exceeds expectations, driving tangible results for the businesses I collaborate with.

I'm particularly excited about the opportunity to contribute to your company. I'm eager to bring my unique blend of skills, including my expertise in SEO, to your team and help enhance your digital presence.

I would love to discuss how my experience and skills can benefit your company. Please feel free to reach out to me at your convenience—I'm excited to explore how we can work together.

Thank you for considering my application.

Warm regards,
Katherine Kei
Kei Creates Digital

CONTACT

 +971 563086801

 connect@keicreatesdigital.com

 www.keicreatesdigital.com



Katherine Castillo

Digital Growth Specialist

CONTACT

Phone: +971 56 308 68 01

Email: connect@keicreatesdigital.com

Address: Dubai, UAE

Portfolio: www.keicreatesdigital.com

ABOUT ME

I am an experienced Social Media Specialist, Social Media Analyst, and Content Creator with more than 8 years of experience. My work focuses primarily on social media-related projects, including marketing campaigns, web promotion, content creator and social media management. After studying as a Virtual Assistant, I began exploring different niches to find the right career path. That journey led me to discover social media, which I found fascinating and full of potential. I decided to pursue this as a career and dedicated myself to learning and enhancing my skills in the digital world. While primarily focused on social media management, I also offer website development service, specializing in WordPress and WooCommerce for e-commerce. Today, I am proud to call myself a Digital Specialist, helping businesses thrive through innovative online strategies and impactful social media management.

- FREELANCE
DIGITAL GROWTH
SPECIALIST**
- August 2015 – Present
- Scope & deliver full-funnel work: brand positioning, conversion copy, web design/dev, content pillars & 30/60/90 calendars, SEO clusters, and email nurtures.
 - Build and optimize sites/stores: 8+ WordPress websites and 5+ WooCommerce shops; configure GA4/GSC, payments, and basic automations.
 - Create content at scale: 2,500+ assets (carousels, reels/shorts, captions) with weekly insights and iteration.
 - Run audits and roadmaps: social, site/UX, SEO, and funnel reviews with prioritized 30/60/90-day action plans.

- IN-HOUSE
SOCIAL MEDIA
SPECIALIST
AND WEBSITE
DEVELOPER**
- Olives Marketplace

September 2023 – June 2024
- Designed and managed the content calendar, ensuring consistent and engaging posts across platforms.
 - Produced video tutorials and collaborated with photographers, videographers, and editors to create cohesive visual content.
 - Coordinated with the Business Development team to supply marketing tools and presentations for client proposals.
 - Increased social media engagement by 35% through targeted campaigns and timely responses.
 - Developed an e-commerce website using Shoplazza, enhancing the company's online sales potential.

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IN-HOUSE DIGITAL MARKETING MANAGER

The Coins English Pub

August 2021 -

February 2022

- Handle the Social Media Platforms, content creator, graphic designer and engagement. Generate leads, nurture and convert leads.
- Conceptualized new ideas and campaigns to gain awareness and bring business to the Pub.
- Handle the team's back office and Front Office, Guest and Customer Relations.
- Worked with the business unit and team to establish a process for closing deals. Results included 12-16 events per month, with an average gross profit of AED 8k - 20K per event.

SOCIAL MEDIA MANAGER

Tawnya Marie

Spiritual and

Emotional Mentor

2020 - 2021

- Assisted her with all content for posting, from Graphics to Video editing, transcribing and translations
- I created 1500+ graphics including video editing for YouTube and TikTok
- I created a campaign that run for 3 months on TikTok, Instagram and Facebook page to redevelop her brand and business, and it gained 10k+ combined of paid boost and organic.

EXECUTIVE ADMIN / SOCIAL MEDIA MANAGER

Technology Coaching

2018 - 2019

- Managed the social media platforms (Facebook and Instagram), created almost 1500+ graphic designs, and catchy captions
- Assisted her with all the marketing campaigns and in 1 year we created a successful 8 campaigns.
- Assisted her with creating her E-book and website blogs
- Responsible for her Facebook group (as a community manager)
- Overall Executive Administrative (I handle email and calendar management, meeting coordination and project coordinator)

CO-OWNER AND SOCIAL MEDIA MANAGER

D.E.Castillo Dental
Clinic

2014 - 2019

- Managed social media platforms, creating consistent and impactful content.
- Conceptualized and executed multiple social media campaigns to increase awareness for services.
- Developed and maintained an active online presence for the business, resulting in significant brand recognition.

VIRTUAL ASSISTANT

Connect Buy

2011-2015

- Responsible for conducting research on products and services, analysing customer feedback, and gathering market insights to help inform product strategy and development.

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EDUCATION

BACHELOR OF ARTS MAJOR IN MASS COMMUNICATION

Far Eastern University / 1998–2003

FILIPINO VIRTUAL ASSISTANT

General Virtual Assistant 2011–2013

Social Media Management / Web Dev 2014

Digital Marketing and Graphic Design 2018–2019

COMPETENCIES

Social Media Strategy:

Expertise in crafting data-driven campaigns to boost engagement and growth.

Content Creation:

Skilled in producing high-quality graphics, videos, and copy for diverse platforms.

Collaboration & Coordination:

Adept at working with creative and business teams for seamless execution.

Campaign Management:

Experienced in running paid and organic campaigns across major social networks.

Audience Analysis & Reporting:

Proficient in using insights to inform and enhance marketing strategies.

Supplementary Skill:

Responsive website development using WordPress, WooCommerce, and Shoplazza.

TECHNICAL PROFICIENCIES

- **Web:** WordPress, WooCommerce, theme/configuration, performance basics, backups/security
- **UX/CRO:** wireframes, information architecture, conversion copy (landing/PDP/PLP), forms/checkout UX
- **Analytics/SEO:** GA4, Google Search Console, on-page SEO, internal linking, basic schema, UTM tracking
- **Email/Lifecycle:** Brevo, Mailchimp, welcome/abandon/win-back flows, segmentation, basic automation
- **Payments/Bookings:** Stripe, PayPal, Calendly integrations
- **Content/Design:** Canva, Adobe (Ps/Ai/Xd basics), CapCut (short-form edits), caption banks & content calendars
- **Ops/Automation:** Notion/Trello, Zapier/Make (light workflows), documentation/SOPs
- **Social platforms:** Meta (IG/FB), TikTok, YouTube Shorts and Long Form, LinkedIn (publishing & insights)

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CV 2025 Katherine Bongco

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KEY ACHIEVEMENTS

- Designed & built **8+ WordPress sites** and **5+ WooCommerce** stores across fashion, handmade, B2B, and corporate.
- Created **2,500+** content assets (graphics, carousels, reels, captions) and multiple 30/60/90 content systems.
- **The Coins English Pub:** promo cadence + daily content → **12–16 events/month**, **AED 8k–20k** avg. gross per event.
- **Born28 (Agency Sprint):** shipped a **2-week multi-brand sprint**—IG Live at Gulfood, **4 Al Jalila storyboards**, content kits for Al Gurg & Chattels & More.
- **Tawnya Marie:** produced **1,500+** assets across YouTube/TikTok/IG → stronger discovery calls and community engagement.
- **Rourue & Seraphines.shop:** completed, launch-ready WooCommerce storefronts with SEO/analytics and clear browse-to-buy paths.
- **Craftsyah & Olives Marketplace:** implemented IG content systems → higher saves, shop visits, and clearer product storytelling.
- **Alnaya CSP LLC:** corporate site + SEO blog program + LinkedIn cadence → steadier inbound interest and authority.
- Delivered **7+ audits** (Pet Oasis, Sit Jump Play, Creators Office, Love That Design, Noomieats, Neeps Accounting, Sarah Wellness) with prioritized 30/60/90-day roadmaps.
- Set up GA4 dashboards and tracking across builds to make results measurable post-launch.
- Led community management for **Ipchics Women Community** with healthier engagement (saves, shares, comments) and event support.

TOOLS & TECH

- WordPress, WooCommerce, GA4, Search Console, Klaviyo/Mailchimp, Stripe/PayPal, Calendly, Meta/TikTok/YouTube/LinkedIn, Canva/Adobe/CapCut, Zapier/Make, Notion/Trello.