

# Angela Apolonio

HEAD OF CONTENT | PRODUCT MARKETING MANAGER

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Content strategist and product marketer with 11 years of professional writing experience and 6 years in marketing. Proven track record of building and scaling content programs across multiple channels and product lines, leading cross-functional teams, and driving measurable organic growth.

Equally fluent in high-level strategy and hands-on execution. Adept at managing integrated marketing initiatives across organic search, email, and social media, with 5+ years of experience functioning as a de facto product marketing lead.

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## STRATEGY AND LEADERSHIP

Content strategy and planning · Social media strategy · Product marketing · Editorial operations · Cross-functional team leadership · Campaign management · Brand messaging and positioning · Go-to-market planning

## EXECUTION

SEO content strategy · Long-form and short-form copywriting · Conversion copywriting · Social media content creation · Paid media · Email marketing · Landing page optimization · Proofreading and editing · Audience and market research

## TOOLS

Ahrefs · Semrush · Surfer SEO · Frase · HubSpot · Mailchimp · Customer.io · Kit · ClickUp · Asana · Jira · Notion · Monday.com · Trello · Linear · Google Suite · Microsoft Office · ChatGPT · Claude · Vercel · Google AI Studio · WordPress · Elementor · Canva · Figma · Mixpanel · Meta Business Suite · TikTok Ads · LinkedIn Campaign Manager

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## WORK EXPERIENCE

### Content & Social Media Manager

THREECOLTS | 2024 to present

Led content and social strategy across 8+ product lines, overseeing the full content lifecycle from calendar planning through distribution across organic and paid channels. Wrote and optimized conversion-focused content such as sales pages, landing pages, and blog posts, while translating complex product features into benefit-driven copy. Collaborated with designers, product managers, and cross-functional teams across 3+ time zones to deliver cohesive, on-brand messaging at scale.

- Grew organic blog traffic by 35% through SEO-led content planning, keyword targeting, and on-page optimization.
- Improved AI brand visibility by 14% by focusing on LLM queries our target audience would typically make in platforms such as ChatGPT and Perplexity.
- Contributed to a 20% improvement in landing page conversion rates through strategic copy refinement and format optimization.

### SEO Content Editor

AIRTASKER | 2026

Promoted from SEO Content Writer (2024-2026). Now in charge of reviewing, editing, and optimizing content produced by the writing team against SEO best practices, brand voice guidelines, and editorial quality standards. Oversee accuracy and local search optimization across 6 geographic markets (AU, UK, US, IE, NZ, SG).

- Helped move 50+ priority pages into the top 3 search results for targeted terms, contributing to a 28% increase in organic clicks across optimized content categories.
- Cut average revision cycles from 3 rounds to 1 by introducing standardized SEO guidelines and AI-assisted workflows adopted across the writing team.

### Marketing Consultant & Content Strategist

FREELANCE | 2020 to present

Plan and execute end-to-end marketing initiatives for 30+ clients across tech, lifestyle, and e-commerce industries. Lead brand positioning projects, conduct

audience research and competitive analysis, and oversee go-to-market content plans for product launches. Actively integrate AI tools into human-led workflows to improve output quality, accelerate production, and scale operations without compromising brand voice or strategic integrity.

- Delivered an average of 40% organic traffic growth for clients through integrated campaigns across organic search, email, and social channels.
- Drove an average of 10% more sales for e-commerce and DTC brands managed and an average of 15% more sign-ups for SaaS/product-led businesses.

## **Editorial Director & Founder**

THE WORD HARBOR | 2023 to present

Built The Word Harbor from the ground up into a multi-niche digital media publication. Lead all editorial operations including content planning, writing, editing, and optimization across a team of writers and contributors.

- Achieved a 120% increase in organic traffic year-over-year through a high-quality, SEO-led publishing strategy.
- Grew the email subscriber list to 1,000+ through targeted content campaigns and strategic partnership initiatives.

## **Content Lead**

TRUELY | 2023 to 2024

Led all content operations for a lean startup eSIM provider. Owned strategy and execution across the website, blog, and mobile app. Assisted in building email marketing and in-app onboarding flows by translating complex eSIM technology into clear, user-friendly copy.

- Improved organic search visibility by optimizing content across all web touchpoints, contributing to a 25% increase in non-branded search traffic within 6 months.
- Supported a measurable improvement in new user activation by simplifying onboarding copy and reducing drop-off by 5% in the in-app flow.

## **Content Writer & Copywriter**

TRENDUP ASIA | 2021 to 2023

Produced content across industries including cosmetics, healthcare, technology, real estate, travel, and law, covering the full content spectrum from long-form articles and landing pages to email campaigns, video scripts, and conversion-focused ad copy.

## **Social Media Analyst**

TRUESCOPE SINGAPORE | 2019 to 2020

Delivered daily reports covering online news summaries, social media post overviews, and online sentiment analysis for Singapore-based clients. Developed client-specific social listening strategies grounded in regional market knowledge.

## **Freelance Writer**

LIVINGSTON RESEARCH | 2015 to 2019

Delivered literary, academic, and marketing content content across multiple clients, building writing discipline and deadline management skills.

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## **INDUSTRY EXPERIENCE**

SaaS · AI · E-commerce · FinTech · Automotive · Banking and finance · Construction · Design · Education · Electronics · Energy · Engineering and manufacturing · Law · Nonprofit · Publishing · Beauty · Craft · Entertainment · Fashion · Fitness · Food and beverages · Gaming · Health and medicine · Outdoor and recreation · Pets

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*References available on request.*