



GYNEN KYRA TORIANO

DIGITAL CONTENT MANAGER

PERSONAL PROFILE

As a writer, I specialize in all things digital, from writing online articles, web copies, and events scripts to recording podcasts to managing social media platforms. My topics of interest include sustainability, gender equality, climate action, and technology.

TOP SKILLS

- News writing
- Website copywriting
- Copy editing
- Scriptwriting
- Communication

CONTACT INFORMATION

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ACADEMIC HISTORY

West Visayas State University

BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATIONS
COLLEGE OF MASS COMMUNICATIONS

- Academic Year 2007-2011
- Academic Bronze Medalist (A.Y. 2009-2011)

CAREER SUMMARY

Digital Content Manager

PROPERTYGURU GROUP | OCT 2019 - PRESENT

- Produce original online articles for Property Report Newsroom and stand-alone online announcements for all sponsors and partners
- Write and update scripts for gala dinners and luncheons for assigned markets
- Edit editorial materials submitted by freelancers
- Manage Property Report Podcast production and editing of episodes
- Attend and conduct on-site interviews at gala events, summits and press events for assigned countries

Copywriter and Editor

PRONTO MARKETING | FEB 2018 - SEPT 2019

- Produce website copy for clients across a range of industries
- Write blog posts, landing pages, banners, pop-up ads, eCards, and other marketing content as required
- Conduct extensive research on each client's business strategy, competitive environment and existing marketing communications
- Responsible for ad-hoc copy development requests — working cross team and with the client

Web Content Writer (Level 3)

PAYPERCONTENT.NET | NOV 2016 - FEB 2018

- Write blog content for clients for a variety of industries
- Strategically place SEO keywords in articles
- Develop unique topic and content on keyword given
- Research industry trends and updates

Freelance Content Writer

BYSTANDR RESEARCH ANALYTICS DATA | JAN 2017 - SEP 2017

- Write short, engaging commentary based on videos, articles, statistics, and other resources provided by client
- Research and download appropriate images for each blog post
- Upload images and blog posts on a weekly basis

Web Content Writer (Level 2)

TRUELOGIC ONLINE SOLUTIONS, INC. | MAR 2016 - NOV 2016

- Write press releases for the Israel Chamber of Commerce in the Philippines
- Write blog content for clients from an array of industries
- Strategically place SEO keywords in blog content
- Develop unique topics based on keyword given
- Research industry trends and updates