

Veejay Atienza

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CAREER OBJECTIVE

Growth and content strategist with experience turning SEO, social, video, email, and paid media into measurable acquisition channels. Track record of driving \$500K+ in attributed revenue, 1M+ organic traffic, and multi-million impression growth through experimentation, content optimization, and performance analysis.

EDUCATION

Ateneo de Manila University

BS Management-Honors, Specialization in Project Management

- 3.73/4.00 QPI, Magna Cum Laude
- Ranked 7th in Program

WORK EXPERIENCE

Storyseller Systems (San Juan, Metro Manila)

Marketing Strategist (March 2025 - May 2026)

- Reduced Meta cost per qualified lead to ₱20 through creative testing and messaging refinement, helping generate 500+ leads and ₱5M in revenue over 6 months
- Built the company's organic social presence from zero to 300K+ reach and 4K+ engagements across TikTok, Facebook, Instagram, LinkedIn, and YouTube
- Analyzed short-form content performance to improve messaging, audience retention, and conversion
- Developed content angles and storytelling frameworks aligned with SME buyer psychology

Interview Query (Los Angeles, Remote)

Content and Marketing Manager (April 2024 - Jan 2026)

- Led content strategy initiatives that contributed to \$569K+ in attributable revenue across SEO, social, and video
- Drove 1.2M+ organic traffic by developing and optimizing 300+ pages based on search intent, keyword opportunities, and engagement data
- Produced and optimized short-form and long-form video content that generated 2M+ YouTube views and 15K subscribers
- Scaled LinkedIn content to 8.7M impressions and 39K engagements through content positioning and hook optimization
- Managed a distributed team of 10+ writers, editors, and creatives to execute high-volume content production
- Acquired 34K new users through Reddit distribution strategies informed by trend analysis and community behavior

YourLifeChoices (Sydney, Australia)

Newsletter Editor (Mar 2025 - Mar 2026)

- Helped drive 1.15M+ traffic through editorial planning and performance-oriented newsletter strategy
- Produced 150+ newsletters for an audience of 70,000 subscribers, averaging 25K clicks, 48% open rate, and 10% click rate
- Improved engagement through headline testing and content framing experiments

PilotTV Philippines (San Juan, Metro Manila)

Content Analytics Manager (April 2024 - Oct 2025)

- Delivered performance insights across 30+ campaigns for FMCG

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advertising clients

- Managed content performance tracking across 200+ retail locations, supporting lead generation at ₱13 cost per valid lead
- Reduced reporting turnaround time by 50% through analytics workflow improvements

Kelly Technology Pte Ltd. (Singapore, Remote)

Content Marketing Consultant (Aug 2023 - May 2024)

- Led campaigns that acquired 23K+ new app users in 2 months
- Grew social engagement to 200K on Facebook and 84K on Instagram
- Reduced CAC from ₱20 to ₱12 through content testing and audience targeting

FlexQ (Quezon City, Metro Manila)

Founder (Feb 2024 - April 2024)

- Launched an early-stage user acquisition campaign that reached 100+ users at ₱16.5 cost per engagement
- Built strategic partnerships with MLBB and local startups to support early product-market validation

EXTRA-CURRICULAR ACTIVITIES

JGSOM Sanggunian (Quezon City, Metro Manila)

President (May 2022- June 2023)

- Oversaw communication channels, achieving a reach of 70,000+ with 10,000+ engagements.

Marketing Head (May 2021- June 2022):

- Increased social media reach to 91,000 and gained 890+ followers through strategic initiatives.
- Analyzed social media analytics to develop monthly communication strategies.
- Led the creation of 50+ social media posts, including content development and copywriting.

SKILLS

Content Management and Strategy: Expertise in crafting content strategies that drive engagement and revenue growth.

Analytics and Optimization: Proficient in analyzing content performance metrics to optimize strategies and processes.

Project Leadership: Skilled in managing cross-functional teams and ensuring timely delivery of high-quality content.

- **Tools:** Excel, Google Analytics, Tableau
- **Platforms:** HubSpot, Appsflyer, ClickUp, Notion, Airtable