

JAYNE CARLY CABARDO

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PROFESSIONAL SUMMARY

Multi-skilled Content Supervisor and Content Writer with over 4 years of hands-on experience in digital content strategy, copywriting, and team management. Proficient in delivering a broad range of content types—from press releases and screenplays to academic and marketing content. Strong background in Content Writing, Google Ads, Canva, and AI tools. Recognized for driving performance, mentoring teams, and aligning content with business goals.

PROFESSIONAL EXPERIENCE

The 1990 Dreamers Marketing OPC – Cebu City Supervisor

Oct 2023 – Present

- Lead departmental operations and content production teams.
- Set project timelines, allocate resources, and coach team members.
- Monitor performance and support continuous improvement.

The 1990 Dreamers Marketing OPC – Cebu City Team Leader

Apr 2022 – Oct 2023

- Managed writers and editors, ensuring quality output and on-time delivery.
- Introduced process improvements that boosted productivity.
- Mentored junior staff and provided regular feedback.

The 1990 Dreamers Marketing OPC – Cebu City Content Writer

Apr 2021 – Present

- Created SEO-driven digital content aligned with brand goals.
- Wrote and edited a variety of formats including press releases, treatments, and ad copy.
- Ensured accuracy, clarity, and consistency in tone and messaging.

Freelance Content Writer

Aug 2020 – Present

- Produced diverse content for freelance clients, including academic research papers and creative writing.
- Specialized in proofreading, structural editing, and keyword-optimized writing.
- Maintained long-term client relationships through consistent quality and delivery.

SKILLS

Writing & Editing:

- Press Releases, Screenplays, Treatments
- Book Reviews, Research Papers
- Proofreading, Line & Content Editing
- Copywriting & Keyword Optimization

Digital Marketing & Tools:

- Google Ads Campaign Management
- Canva & Notion
- WordPress, Google AdSense
- AI Writing Tools (ChatGPT, etc.)
- Microsoft Office (Word, Excel, PowerPoint)
- Adobe Illustrator & InDesign

Leadership & Project Management:

- Team Supervision & Development
- Editorial Workflow Management
- Scheduling & Delegation
- Conflict Resolution
- Performance Monitoring

EDUCATION

University of Cebu- Banilad – Cebu City
BS in Accounting Information System
(Academic break after 2nd year)

University of Cebu- Banilad – Cebu City
Senior High School
(With Honors)

CERTIFICATIONS

Google Ads Certifications (2022-2023):

- Google Ads Search Certification
- Google Ads Display Certification

Other Certifications:

- Understanding ChatGPT – 2024 (DataCamp)
- Understanding of Artificial Intelligence – 2025 (ongoing, DataCamp)
- AI Ethics – Feb 2025 (DataCamp)

REFERENCE

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