

# Bryan Jacinto

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## PROFESSIONAL SUMMARY

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Content strategist with 8+ years driving organic growth for B2B SaaS and enterprise clients. Expert in engineering AI-powered content workflows that scale production while maintaining editorial quality. Proven track record leading content operations from SEO strategy and technical implementation to team management and custom automation development. Combines deep SEO expertise with advanced AI capabilities to deliver high-converting content across real estate, crypto, healthcare, and industrial manufacturing verticals.

## EXPERIENCE

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**Senior Content Writer** at MobiLoud November 2025 – Present  
United Kingdom

- Engineered an AI-powered content workflow leveraging Cursor and Claude Cowork, dramatically reducing production time while maintaining editorial standards
- Own content publishing pipeline through Webflow, managing deployment of blog posts and marketing materials
- Architect automation solutions using Make and n8n to eliminate manual processes and scale content operations
- Develop custom-coded tools for competitive intelligence and SEO optimization, including automated web scrapers and a page speed monitoring system with next-day reporting for new pages
- Lead content creation across multiple formats including blog posts, guest posts, and case studies targeting B2B SaaS ecommerce decision-makers

**SEO Content Writer / Junior Manager** at Grumpyhare October 2024 – November 2025  
Connecticut

- Wrote and optimized SEO blog posts, landing pages, and web copy for 70+ real estate clients, boosting organic traffic and engagement across WordPress-hosted sites.
- Used WordPress to format and publish content with shortcodes, media, and internal links.
- Led a team of six writers during a management gap, handling task delegation, quality control, and cross-team coordination.
- Implemented SEO plans using Surfer SEO and keyword research to meet client targets.

**Content Writer / AI Trainer** at Monok February 2024 – Present  
Sweden

- Optimized AI-generated drafts to meet client requirements and maintain quality standards.
- Trained AI models through iterative writing and editing, enhancing their language understanding and overall performance.

**SEO Content Writer** at Hipnode  
Lisbon

August 2023 – February 2025

- Created SEO-optimized blog posts, using Frase, Jasper, and ChatGPT to assist with research, outlines, and keyword planning—while writing all content in a consistent brand voice.
- Managed two content-driven websites, ensuring timely updates and cohesive messaging across all pages.
- Promoted content via Buffer and Hootsuite, and supported email outreach through Mailchimp to boost audience engagement.

**SEO Content Writer** at Amplify  
United Kingdom

October 2023 – October 2024

- Produced and edited B2B SEO-driven blog posts for crypto, technology, and healthcare clients.

**Marketing Content Writer** at Apteau  
Georgia

November 2022 – August 2023

- Specialized in content creation for industrial manufacturing ERP and enterprise asset management, translating complex topics into clear, engaging copy.
- Developed hub-and-spoke blog content, including in-depth pillar articles and supporting posts to improve SEO structure and topic authority.

**Copywriter / Editor** at Bluepen Articles  
United States

September 2020 – August 2022

- Produced website content, including landing pages, blog posts and product descriptions, that improved user experience and increased conversion rates.
- Assumed editing responsibilities, reviewing and proofreading team content for grammar, spelling, and style consistency.

**SEO Manager** at iPresence Digital Marketing  
Philippines

July 2017 – June 2020

- Managed SEO campaigns for 32 local brands, developing blog content and integrating target keywords to improve search visibility.
- Performed on-page optimization (keyword research, meta tags, internal linking) to improve search rankings and user experience.

## EDUCATION

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**Bachelor of Science in Computer Science**  
Bicol University

## SKILLS

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**Writing:** B2B and B2C content writing, AI-assisted writing, Ad copy development, Editing and proofreading, Email marketing strategy, Content strategy and execution

**Content Management:** Team leadership, Task delegation, Cross-department collaboration, Quality control, Workflow coordination, Project oversight

**Tools:** Microsoft Word, Google Docs, Grammarly, Google Search Console, Google Analytics, SEMrush, Ahrefs, Moz, Rank Math, Yoast, SurferSEO, Wordpress, Hubspot, Joomla, Contentful, Hootsuite, Buffer, Zapier, Mailchimp, Activecampaign, Asana, JasperAI, ChatGPT, Claude, Copilot, Gemini, Deepseek, Perplexity, Cursor, Make, n8n