

Jose Ar Den P. Villafuente

Content Writer | Content Strategist | Social Media Manager

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🌐 rb.gy/j8w7e9

📧 josearden-connects-you.lovable.app\

🔗 l1nk.dev/3yh5nce

Summary

3+ years of experience driving audience growth through content strategy, social media management, copywriting, and digital communications. Skilled in leveraging AI tools to optimize workflows, create high-performing content, analyze audience insights, and improve campaign performance. Proven success increasing audience growth by 62.5%, generating 718,400+ page views, and boosting engagement by 107% through data-driven content initiatives and strategic execution.

Education

Cebu Roosevelt Memorial Colleges

Bachelor of Science in Psychology
Sep 2023 — Jun 2026

Technical Skills

Notion, Trello, Google Workspace., Paycom, Hootsuite, Google Analytics, Microsoft Office, Grok, Claude, ChatGPT, WordPress, Hemingway, Canva, Canva AI, Substack, Meta Business Suite, Capcut, LinkedIn Recruiter, Indeed

Soft Skills

Creativity, Problem-solving, Communication, Time management, Result-oriented, Leadership, Adaptability

Additional Skills

Copywriting, Content Strategy, SEO Content Writing, Research & Fact-Checking, Customer Service, Sales Support, Administrative Support, Audience Growth, Email Management

Languages

English, Filipino

Certifications

Work Experience

Maria Corporation

Jan 2026 — May 2026

Product Consultant

Diagnosed customer needs and positioned consumer technology solutions through consultative product analysis. Translated features into value-based recommendations that improved purchasing confidence and customer experience.

- Consistently met monthly sales targets by generating ₱500,000+ in appliance sales, converting product inquiries into closed purchases through strategic upselling and customer needs analysis.
- Delivered needs-based product consultations for Midea and Toshiba appliances by analyzing customer requirements, comparing product features, and positioning solutions that influenced purchasing decisions.
- Built strong client relationships through consultative communication, product education, and value-driven recommendations that supported customer satisfaction and repeat engagement.

Peakd (Hive Blockchain)

May 2025 — Jun 2026

Blogger

Authored travel, lifestyle, and literary content using audience insight, narrative strategy, and platform engagement tactics. Structured posts to increase visibility, strengthen readership, and build digital presence.

- Published narrative-driven travel, lifestyle, and literary essays on the Hive blockchain, earning 8,812 in lifetime author rewards through consistent content performance.
- Built a following of 197 accounts and achieved a reputation score of 73 by producing audience-centered stories that generated votes from hundreds of accounts.
- Earned Hive cryptocurrency rewards through content quality and engagement, demonstrating measurable value as an independent content creator.

Foundever

Aug 2024 — Jan 2025

Customer Service Advocate (Healthcare-ML)

Evaluated healthcare customer concerns, resolved account inquiries, and coordinated appointment-related support with accuracy. Streamlined service communication while maintaining empathy, professionalism, and compliance awareness.

- Resolved 60–80+ patient and stakeholder inquiries daily regarding healthcare services, billing, appointments, and account concerns while maintaining clear, empathetic, and compliance-conscious communication.
- Coordinated appointment scheduling and administrative support across multiple client accounts, improving service accuracy, reducing follow-up issues, and supporting consistent case resolution.

- Midea & Toshiba Product Knowledge Certification
- Publication Management Seminar (Facilitator) The New Clarion Publication

The New Clarion Publication

Social Media Manager & Copywriter

Directed social media, editorial content, copywriting, recruitment, and audience engagement initiatives for a student publication. Strengthened visibility through strategic messaging, contributor outreach, and content planning.

- Developed and executed social media content strategies that increased the publication's audience from 4,000 to over 6,500 followers, achieving 62.5% audience growth.
- Generated 718.4K+ page views and contributed to a 124% increase in page reach through strategic content planning, publishing, and audience-focused campaigns.
- Increased audience interactions to 14.2K, resulting in a 107% improvement in engagement across digital platforms.
- Managed content calendars, social media scheduling, content publishing, and community engagement to maintain a consistent and active online presence.
- Produced articles, feature stories, copywriting materials, and editorial content distributed through print and digital publication channels, reaching 2,000+ readers.

Miscala Law Office

Mar 2022 — Jun 2022

Legal Office Work Immersion (Secretary)

Supported attorneys with legal document preparation, case file management, and confidential records handling. Streamlined affidavits, notarization forms, witness statements, and case documentation to strengthen legal workflow accuracy.

- Assisted attorneys in preparing and processing legal documents including affidavits, notarization forms, and loss affidavit paperwork.
- Managed and organized case files, probationary records, witness statements, and suspect-related documents.
- Maintained accurate documentation and ensured confidentiality of sensitive legal information.
- Performed administrative and clerical support for daily law office operations.
- Reviewed, sorted, and filed legal records to support case preparation and documentation processes.
- Coordinated document handling and record tracking for multiple legal cases simultaneously.