

EDMUND S. UMBAO

SEO CONTENT STRATEGIST | SaaS & TECHNICAL WRITER

Davao City, Philippines | edumbao.com | [LinkedIn](#) | philnewsxyz@gmail.com

PROFILE

SEO and content professional with 15+ years of experience across digital publishing, B2B SaaS, technical content, and audience-focused writing. Works at the intersection of search intent, product knowledge, technical explanation, internal linking, and editorial systems. Background includes co-founding and leading a high-traffic news site, writing for SaaS products, and building practical SEO tools and content workflows.

CORE STRENGTHS

SEO content strategy	SaaS & technical writing	Search intent & topic planning	Internal linking & content updates
Editorial QA & workflows	Lead-generation content	Audience-focused copy	Content team collaboration

PROFESSIONAL EXPERIENCE

Part-time Copywriter | [Outscraper Inc.](#) | *Feb 2024 - Present*

- Partner with marketing and product teams on SEO content, technical articles, product explanations, and search-led editorial work.
- Contributed to a copywriting and content program associated with a 41.7% increase in active users within six months.
- Conducted SEO analysis and content improvements associated with a 32.5% increase in organic search traffic.

Part-time Writer | [DataLoft LLC](#) | *Jan 2024 - Present*

- Write articles, blog posts, and social content for a Web3 and cryptocurrency-focused application.
- Content work contributed to a 30.33% increase in active users after six months.

Part-time Writer | [Targetron Inc.](#) | *May 2023 - Mar 2024*

- Developed and published 43 articles focused on B2B lead generation, prospect research, and Targetron directory use cases.
- Content work contributed to a 62.8% increase in active users after six months.

Community Organizer | [LGU Bantayan](#) | *Jun 2019 - Apr 2023*

- Organized 29 Puroks of up to 50 households each to support local government programs and community participation.
- Helped increase household participation across solid waste management, health, and agriculture initiatives by 40%.
- Supported an international NGO in organizing fishing communities for sustainable livelihood programs.

EARLIER LEADERSHIP & PUBLISHING EXPERIENCE

Barangay Councilor | **Bantayan, Cebu** | *Feb 2017 - Jun 2018*

- Served as Chair of the Committee on Education, contributed to local legislation, coordinated public services, and supported community events.

Co-founder & Editor-in-Chief | **PhilNews.ph** | *Jan 2011 - Oct 2016*

- Co-founded and managed PhilNews.ph, a local news website serving Filipino readers worldwide.
- Helped grow the publication to a consistent 3 million monthly pageviews and recognition among the Philippines' most popular blogs in 2013.
- Wrote more than 11,000 news articles and built a team of more than 20 contributors.
- Led editorial direction, SEO, content production, social media, marketing, and business development.

SELECTED PUBLISHED WORK

- Google Maps Scraping: The Ultimate Guide for Extracting Business Data
- How to Scrape YouTube Comments: Tools and Tips
- Top 5 Lead Generation Tools
- Finding Companies with Bad Ratings
- Mastering the Art of Lead Generation: Power of Email & Cold Calls

EDUCATION

Bachelor of Science in Industrial Technology
Carlos A. Hilado Memorial State University
Major in Automotive Technology | 1997 - 2001

CERTIFICATIONS & ADDITIONAL

World of Search Conference 2024 - Rank Fortress
Online Marketing & Journalism - Entrepreneur Academy
Solid Waste Management Training - DILG
Farmer Scientist Training Program - Cebu Provincial Government
Languages: English, Filipino