

JOAN R. GALVAN

WordPress Content Manager | Webmaster | SEO Content Operations

Tayabas City, Philippines | joanreyesgalvan@gmail.com | sharpaspirant.com

Portfolio: sharpaspirant.com/content-management-portfolio | YouTube: @sharpaspirant

PROFESSIONAL PROFILE

WordPress Content Manager and Webmaster with 7+ years of hands-on experience managing content-driven websites. Experienced in WordPress administration, content publishing workflows, SEO implementation, editorial calendar planning, Google Search Console, Google Analytics, AI-assisted content operations, and multimedia content production. Founder of Sharp Aspirant, where all website operations, content planning, publishing, optimization, and content distribution are managed independently.

CORE COMPETENCIES

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| WordPress Administration | SEO & On-Page Optimization | Google Search Console |
| Content Management | Google Analytics | Keyword Research |
| Editorial Calendar Management | Topic Clustering | Internal Linking |
| Content Publishing | AI Content Workflows | Website Maintenance |
| Canva Pro | Filmora & CapCut | Pinterest Marketing |
| YouTube Content Operations | Content Optimization | Site Organization |

PROFESSIONAL EXPERIENCE

SHARP ASPIRANT | Founder, WordPress Content Manager & Webmaster | February 2019 – Present

- Built and launched a self-hosted WordPress website and oversee all website operations.
- Manage content publishing, plugin maintenance, site organization, categories, and routine website updates.
- Plan and maintain editorial calendars, content clusters, and publishing schedules aligned with seasonal and evergreen opportunities.
- Conduct keyword research and optimize content using SEO best practices, internal linking, and content structure improvements.
- Monitor search visibility, indexing, and website performance through Google Search Console and Google Analytics.
- Develop AI-assisted workflows using ChatGPT, Claude, and Gemini to support research, outlining, editing, and publishing efficiency.
- Create visual and video assets using Canva Pro, Filmora, and CapCut for website and social media distribution.
- Lead the ongoing relaunch of Sharp Aspirant with a focus on content quality, user experience, and long-term search visibility.

PORTFOLIO HIGHLIGHTS

- Founder and operator of Sharp Aspirant since 2019
- 7+ years of hands-on WordPress website management
- End-to-end content planning, publishing, and optimization workflows
- Experience managing editorial calendars and content clusters
- AI-assisted content operations using ChatGPT, Claude, and Gemini
- Multi-channel content distribution through YouTube and Pinterest

ADDITIONAL PROFESSIONAL EXPERIENCE

West Contact Services Inc. | Accenture Philippines | ePLDT Ventus | Corporate Information Solutions, Inc. | Philnos Corporation

EDUCATION

Bachelor of Technology in Information Technology

Technological University of the Philippines

Electronics Technology

Meralco Foundation Institute