

JOAN R. GALVAN

WORDPRESS CONTENT MANAGER | SEO | CONTENT OPERATIONS | WEBMASTER

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LinkedIn: linkedin.com/in/joanrgalvan/ • 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 | • YouTube Content Operations |
| • Content Optimization | • Site Organization | • Performance Analytics |

RELEVANT EXPERIENCE

Founder, WordPress Content Manager SEO Content Operations Webmaster <i>SHARP ASPIRANT</i>	February 2019 – Present
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- Founded Sharp Aspirant and oversee WordPress administration, content operations, website maintenance, and technical optimization.
- Planned and executed a content strategy that resulted in the publication of 390+ SEO-focused articles supported by keyword research, topic clustering, and editorial calendar management.
- Produced and managed 1.9K YouTube videos to expand content distribution, strengthen audience engagement, and support long-term content marketing goals.
- Improved search performance through on-page SEO, internal linking, content optimization, and ongoing monitoring using Google Search Console and Google Analytics.
- Built AI-assisted workflows using ChatGPT and Gemini to streamline research, outlining, editing, and publishing processes.
- Grew a multi-platform audience to more than 14K subscribers across YouTube, Facebook, and X while maintaining a 41.9% average viewer retention on 2 to 5-minute YouTube videos.
- Lead the ongoing relaunch of Sharp Aspirant with a focus on content quality, user experience, and sustainable organic search growth.

PORTFOLIO HIGHLIGHTS

- Founder and operator of Sharp Aspirant since 2019
- 7+ years of hands-on WordPress website management
- Published 300+ SEO-focused articles and 1.9K YouTube videos
- Built an audience of 14K+ subscribers across YouTube, Facebook, and X
- Achieved a 41.9% average viewer retention on 2 to 5-minute YouTube videos

ADDITIONAL PROFESSIONAL EXPERIENCE

Sykes Philippines | 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