

JOAN R. GALVAN

WordPress Content Manager | Webmaster | Digital Publishing & SEO

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LinkedIn: [linkedin.com/in/joanrgalvan/](https://www.linkedin.com/in/joanrgalvan/) • Portfolio: sharpaspirant.com/content-management-portfolio • YouTube: [@sharpaspirant](https://www.youtube.com/@sharpaspirant)

PROFESSIONAL PROFILE

WordPress Content Manager and Webmaster with 7+ years of experience in WordPress administration, SEO, content operations, and digital publishing. Skilled in editorial planning, Google Search Console, Google Analytics, AI-assisted workflows, and multimedia content production. Founder of Sharp Aspirant, independently managing content strategy, audience growth, and monetization through advertising and affiliate marketing.

CORE COMPETENCIES

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| • WordPress Administration | • SEO & On-Page Optimization | • Google Search Console |
| • Internal Linking | • Editorial Calendar Management | • Google Analytics |
| • Keyword Research | • Topic Clustering | • Content Management |
| • AI Content Workflows | • Affiliate Marketing | • Content Strategy |
| • Performance Analytics | • YouTube Operations | • Canva, Filmora, CapCut |

PROFESSIONAL EXPERIENCE

Founder WordPress Content Manager Webmaster, Sharp Aspirant	2019–Present
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- Manage WordPress administration, website maintenance, content publishing, and SEO operations.
- Plan editorial calendars, topic clusters, and keyword strategies for seasonal and evergreen content.
- Publish and manage 390+ SEO-focused articles and 1.9K YouTube videos across multiple platforms.
- Monitor performance using Google Search Console and Google Analytics.
- Build AI-assisted workflows using ChatGPT and Gemini.
- Oversee monetization through Google AdSense, YouTube Partner Program, Amazon Associates, Amazon Storefront, and LTK.

PROFESSIONAL HIGHLIGHTS

- Founder and operator of Sharp Aspirant since 2019
- 7+ years of hands-on WordPress website management
- Published and managed 390+ SEO-focused articles and 1.9K YouTube videos
- Grew a combined audience of 14K+ followers and subscribers
- Managed content monetization across ads and affiliate platforms

EDUCATION

Bachelor of Technology in Information Technology, Technological University of the Philippines

Electronics Technology, Meralco Foundation Institute

ADDITIONAL PROFESSIONAL EXPERIENCE

Sykes Philippines | Accenture Philippines | ePLDT Ventus | Corporate Information Solutions, Inc. | Philnos Corporation