

Michael Gabriel L. Sumastre

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Technical Writer, Web Admin

Managed websites, website content, blogs, ads, web reviews, clients' requests, technicalities, Internet marketing, SEO, SEM, email campaign, content farms, server maintenance, and other web master tasks. Willing to travel or relocate.

Technically proficient in SEO, search engine marketing (SEM), social media marketing, CPanel, Windows Live Writer, Snagit, Snagit Editor, Content Composer Lite, Windows XP, Windows Vista, Microsoft Office 2003 / 2007 (MS Word, Outlook, & PowerPoint), Adobe Dreamweaver, Adobe Bridge CS4, Adobe Reader, Windows Movie Maker, Questia Research System, and the Internet.

Expert in **Content Management System (CMS)**, cloud computing topics, Wordpress, and HTML. Has basic knowledge in web database and PHP. Can detect SQL injections and web viruses.

Brilliant technical writer with outstanding research skills. Interfaced well with the public and co-workers. Background also includes basic computer and webpage programming using Visual Basic, C++, PHP, and MySQL languages. Mac and PC user.

A TrainSignal.com [expert technical writer](#) and EzineArticles.com [Certified Diamond Author](#).

Technical Writing Background

Technical Writer

(Clarenzon Online Marketing B2C E-commerce System) (College Theses 2004-2005)

- Wrote the system's documentation with the following parts:
Introduction, Methodology, RRS, Data Gathering Procedures, System Design Specification, System Implementation, Conclusion, and Recommendation.

Freelance Dissertation / Theses Writer and Researcher

(www.AcademicEssayWriting.co.uk)

February 2006 – February 2007

- Researched important information related to the assigned dissertation and theses topics using several United Kingdom online university libraries and Questia Research System.
- Wrote 1 Masteral Paper and 3 Doctoral Dissertations (Theses) using the Harvard citation style (with tutor).
- Communicated indirectly to the clients' professors through email.
- Assisted clients in making the papers' surveys and questionnaires.
- Formulated each project's methodology using Epistemological, Phenomenological, and Quantitative approaches.

Technical Writer, Software Tester

(Open iT Incorporated – www.OpenIT.com)

March 2008 – April 2009

- Rewrote / proofread existing user guides & administrator manuals (using DocBook and XXE)
- Wrote several Quick Start Guides
- Wrote several Customer Release Letters
- Wrote the company's website's content

- Designed and wrote conference presentation posters ^(for international gatherings)
- Wrote, edited, and proofread marketing materials
- Trained in Linux Fedora 9 and Unix Operating Systems
- Trained in software metering system
- Tested several alpha and beta software, applications, and patches (as QA tester)

Freelance Technical Writer

(Online Tech Tips – www.Online-Tech-Tips.com) January 2010 – January 2011

- Wrote several technical articles and installation guides related to Windows Vista, Free Software, Operating System Tweaking, Registry Setting, Computer Tips, Photo Editing, MS Office, Web Browsers, Spyware Removal, Computer Hardware, Blogging Tools, Cool Websites, SEO, Wordpress, etc.

Freelance Technical Writer

(Help Desk Geek – www.HelpDeskGeek.com) January 2010 – January 2011

- Wrote several technical articles and installation guides related to the Operating System, File Management, Software Product Reviews, etc.

Freelance Technical Writer, Wordpress Manager

(InvGate IT Management – www.InvGate.com) February 2011 – November 2011

- Wrote several technical articles and blog content, and one white paper related to IT management, software metering, IT inventory, network discovery, remote desktop, software deployment, license management, and change management.

Freelance Technical Writer

(Theme Dutch – www.Theme-Dutch.com) June 2011 – Present

- Wrote several technical articles related to Wordpress (and Wordpress plugins, tools, and features) installation, management, and maintenance.

Freelance Technical Writer

(Train Signal – www.TrainSignal.com) October 2011 – Present

- Wrote several technical articles related to IT management, server management, cloud computing, VM ware, Microsoft Windows, IT certifications, IT security, tech trainings, etc.

Web Admin, Online Marketer (SEM and SEO) Background

Webmaster, Project Manager, Search Engine Marketer

July 2005 – Present

(www.TheFinestWriter.com)

- Applied backlinks campaign.
- Marketed the website using Facebook, Twitter, LinkedIn, Yahoo Buzz, Digg, Technorati, StumbleUpon, etc.
- Setup 3rd-party applications, plugins, and widgets.
- Managed the site's newsletters and graphics (hired and instructed a graphic designer to create several newsletters).
- Did minor designs of web pages, including graphics.

- Developed web page infrastructure and application related to pages.
- Monitored web server and site technical performance (using Webalizer, Google Analytics, and Alexa).
- Implemented SEO strategies.
- Managed Google Adwords and Google AdSense accounts.
- Applied several affiliate and advertising programs.
- Sourced and managed new revenue generating online marketing opportunities.
- Managed and updated the site's own content.
- Managed and updated the sponsors' content and posted them to the site.
- Installed and used the latest versions of Wordpress / applied several Wordpress themes.
- Installed several Wordpress widgets and 3rd-party plugins.
- Transferred www.TheFinestWriter.com, its files, folders, and database to a new server in just 5 hours (this includes the full propagation of the nameservers).
- Setup/created the site's email accounts.
- Programmed the website using HTML and PHP codes.
- More webmaster job descriptions at <http://www.thefinestwriter.com/webmastering.htm>.

Webmaster, Blogger, Wordpress Manager

October 2009 – November 2009

(<http://hendel.net>, www.open-startup.com, www.mbw-consulting.com)

- Added and customized some of the website's links.
- Managed the sites' Google Adwords and affiliate marketing (ClickBank and Paydotcom) accounts.
- Wrote the sites' content and blog articles.
- Drafted interview questions for the sites' clients.
- Downloaded, installed, and setup mbw-consulting.com's Wordpress account.
- Searched, downloaded, installed, customized, and activated mbw-consulting.com's Wordpress plugins.

Wordpress Customizer

December 2010

(www.FashionTee.com.au)

- Customized Wordpress designs.
- Searched, downloaded, installed, customized, and activated several Wordpress plugins.
- Wrote the website's content (Homepage, About Us, FAQs, Privacy Policy, Terms, Blog Content, Shipping, etc).

Webmaster, Blogger, Wordpress Customizer / Manager

September 2010 – June 2011

(www.TrulyWindChimes.com)

- Managed the website's SEO campaigns.
 - Added and customized some of the website's links.
 - Downloaded, installed, and setup the site's Wordpress account.
 - Searched, downloaded, installed, customized, activated, and updated the site's Wordpress plugins.
 - Wrote the website's blog articles and SEO content for EzineArticles.com.
 - Uploaded articles & images to the website, formatted content, applied links, etc using the Windows Live Writer software.
 - Managed the website's files using the Lexicon webhosting system.
 - Published, shared, and promoted the site's articles to several online social media.
-

SEO & Content Writing, Blogging, and Ghostwriting Background

Regular Web Content Writer

July 2005 - November 2005

(www.HarvestSEO.com)

- Wrote approximately 800 content articles about the major cities, towns, and metropolitan areas of the United States.
- Inputted SEO-friendly URL descriptions to the articles written for easy webpage linking.
- Assigned at least three important hyperlinks to each article written.
- Contributed to the project's technical specifications.

Freelance Writer, Reporter

May 2007 – July 2007

(www.StrategicProfits.com)

- Created / wrote the website's SEO conference report and presentation.

Freelance Content Writer, SEO Writer

April 2007 – December 2007

(www.sBoats.com)

- Managed / organized the website's content and SEO articles.
- Wrote more than 50 SEO articles using the Content Composer Lite software (Topics: Yacht, Yacht Charters, and Famous Places around the World).
- Wrote the company's online portfolios using the Content Composer Lite software.
- Elaborated the company's web services.

Regular Web Content, Copy Writer

April 2007 – January 2008

(www.FocusOutsourcing.com)

- Managed / organized the company's clients' entire webpage content.
- Wrote the company's clients' online portfolios.
- Wrote the company's clients' Terms and Conditions, Privacy Policy, About Us, Homepage Content, etc...
- Elaborated the company's clients' web services.

Freelance Content Writer, SEO Writer, Blogger

May 2007 – May 2008

(www.Abazias.com)

- Wrote more than 300 web content / SEO articles (Topics: Diamonds and Jewelries)
- Managed / organized the website's content.

Freelance Content Writer, SEO Writer, Blogger

May 2007 – July 2008

(www.NationalPayDay.com)

- Wrote more than 300 web content / SEO articles. (Topics: Loans and Finances)
- Managed / organized the website's content.

Freelance Content Writer, SEO Writer

June 2007 – July 2008

(www.CatchFriday.com)

- Managed / organized the website's content.
- Wrote the company's online portfolios.
- Elaborated the company's web services.

Freelance Content Writer, SEO Writer, Press Release Writer, Researcher

June 2008 – December 2009

(www.ThinkLogic.com)

- Wrote more than 500 web content / SEO / blog articles (Topics: Business Leads, Finances, Insurance, Mortgage, Healthcare, Software Applications, Online Security, SaaS, Computer Programming, Web Development & Design, Ecommerce Development, CMS, Web Hosting, etc)
- Wrote the company's and the company's clients' Press Releases.
- Researched marketing data and acted as the company's information broker and virtual assistant.

Freelance Content Writer, SEO Writer, Blogger

January 2009 – February 2010

(www.SkyFacet.com)

- Wrote approximately 100 web content / SEO / blog articles (Topics: Diamonds, Jewelries, Wedding Rings, Wedding Bands, and Speakers)

Ghostwriter, Freelance Web Content Writer, Blogger, SEO Writer, Press Release Writer, Research Paper Writer

November 2005 – Present

- Wrote and blogged more than 1,000 articles (SEO and regular web content).
- Wrote the clients' websites' Rules and Regulations, Privacy Policy, About Us, Company Profile, Terms and Conditions, etc.
- Inputted SEO-friendly URL descriptions to written articles for easy webpage linking.
- Elaborated the clients' nature of business.
- Wrote the clients' online portfolios.
- Wrote the clients' Press Releases and Email Announcements.
- Interviewed (through email) company owners with weird and unique business ideas.
- Applied backlinks campaign.
- Wrote and optimized articles with rich keywords and viable meta-tags.
- Researched effective and viable article keywords using Google Keyword Tool and Wordtracker.
- Utilized social media networks and microblogs to promote articles.
- Setup Wordpress blogs (self-hosted and Wordpress.com-hosted).

Topics include: Business, finance, mortgage, PC and Xbox games, baseball bats, potteries, toys, cosmetics, jewelries, famous US celebrities, popular sports, car buying tips, car loans, car insurance, car safeties, beautiful beaches, tourist destinations, medical tourism, Asian tourism, US educational services, healthcare procedures, furniture, home accessories, weird and unique business ideas, real estate, internet hacking, penetration testing, mortgage, loans, IT, internet, cakes, wedding rings, wedding bands, nails, nail fashion, law/legal, carriers, moving companies, moving tips, online security, paintings, traveling, business ethics, home and living, etc.

Freelance Clients include: www.SaveologyMoving.com, Xbox Net Ventures Incorporated, www.BayanBid.com, www.TopSpeed.com, www.Wohoo.co.uk, www.HealthMedicalTourism.com, www.iDolma.com, www.CateringPage.com, www.acmicinteractive.com, www.SearchMarketingAgency.com, www.DarvinMateo.com, www.IsulatMo.com, www.FilipinoMovieRentals.com, www.justcaketoppers.com, www.techonsite.com, www.HomeFurnishingMall.com, www.nilonails.com, www.MadisonLawGroup.com, www.eLeadZone.com, www.EssentialPotions.com, www.SanDiegoFamilyLawyer.com, www.AnimalStars.com, www.IvizSecurity.com, www.eBookIreland.com, www.CanvasPaint.com, www.EagleEnterpriseTeam.com, www.Outdora.com, www.QMpeople.com, www.saveology.com, www.Netsmart-Solutions.com, www.PurplepatchServices.com, www.Vitaver.com, www.Applicure.com, www.MartinSchoel.com

Educational History

- **Elementary:** Montessori de Oro
- **Highschool:** Christ the King College
- **College:** Xavier University (Ateneo de Cagayan) - Bachelor of Science in Information Management – units
- **College:** STI College Cagayan de Oro (<http://www.sti.edu.ph>) – Bachelor of Science in Computer Science (year graduated: 2006)

Accomplishments and Achievements

- Awarded Most Remarkable Theses of the Year (2005) for the CLARENZON Online Market E-commerce B2C System.
- Achieved 99% in NSAT-English Exam and 97% in NSAT-Overall Percentile Rank.
- Awarded Catechist of the Year (2000) for actively participating in Saint Rita Parish Church's community service program from 1998 to 2000.

Specialized Trainings / Certifications

- Asian College of Science and Technology (ACSAT) - 80-hour Call Center Training
- STI College Cagayan de Oro – 80-hour English Intensive Program
- Certified www.EzineArticles.com **Diamond Level Expert Author** (the highest membership level and highest author status).

Character and Professional References

Lyudmila Semkiv

HR Manager (Vitaver & Associates, Inc.)

Boca Raton, Florida, USA

Contact Information (telephone number and email address): available upon request

Richard Cappin

CEO (DialToSave.co.uk)

Kings Cross Road, London, UK

Contact Information (telephone number and email address): available upon request

Christine Redondo

Administrator - College of Computer Studies (Capitol University)

Cagayan de Oro City, Philippines

Contact Information (telephone number and email address): available upon request

Helen Nathalia

Co-founder, Creative Director (Theme-Dutch.com)

Koningin Regentesselaan 44, Roermond, The Netherlands

Contact Information (telephone number and email address): available upon request