

BACKGROUND



In 2009, Chad started out as a full-time content writer, writing digital content for a variety of applications across different industries. From those early days when the SEO landscape is plagued by keyword-stuffed articles to today's Google Penguin 4.0 era, he has picked up invaluable skills understanding what is it like to woo readership online while keeping it beneficial for websites to engage in content marketing.

Whether it is writing content for websites in technical niches such as thermal spraying to doing fashion product reviews to blogging for health sites, Chad has done it all. Besides content writing, he has learned important SEO and content marketing principles so that he can deliver articles that are valuable in the online arena. He has also ventured into outsourced digital marketing, performing outreach for clients in different niches. Chad is also Google AdWords certified.

Chad is extremely grateful for the working relationships he has formed with individual clients over the years, with a few of these key partnerships turning into permanent projects running for nearly a decade. Due to the increase in workload and the request by prominent clients, he started managing content teams which handle thousands of articles per month. Today, he and his teams serve 4 SEO agencies in 3 different continents.

Currently based in the Land of Smiles, even though his formal agency obligations keep him busy, he is still serving the needs of individual small-order clients whom have been with him since his humble beginnings.