

WALTER SUMAJIT

Web Content Strategist | SEO & Digital Growth Lead | eCommerce Content & UX Optimization

Remote (Global) FT | Hybrid (West Palm Beach, FL, USA) || Full Time | Contract | Part Time (Consulting)

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PROFESSIONAL SUMMARY

Results-driven Web Content Strategist with 15+ years building and optimizing content ecosystems that drive traffic, engagement, and conversions across B2B and B2C platforms. Expert in SEO, UX-aligned content architecture, CMS governance, analytics, and omnichannel storytelling. Proven record translating business goals into content strategies that improve visibility, reduce acquisition costs, and increase revenue—supported by strong leadership and cross-functional collaboration.

CORE COMPETENCIES

Content Strategy & Governance • SEO (On-Page/Technical) • UX-Aligned Content Architecture • CMS (WordPress) • Conversion Rate Optimization (CRO) • Content Analytics (GA) • Editorial Planning • Digital Marketing • Omnichannel Content • Semantic Programming • Project Management • Stakeholder Collaboration

TOOLS & PLATFORMS

WordPress • Google Analytics • SEO Tools • Asana/Trello • Adobe/Canva/Figma • MS Teams • Google Workspace

PROFESSIONAL EXPERIENCE

Chief Operating Officer | Web Content & Digital Growth Lead

GOITSOKAY Corporation – Florida, USA | 2020–Present

- Led content strategy and digital growth initiatives across eCommerce platforms
- Aligned SEO, UX, and content architecture to business goals, increasing organic traffic by ~35%
- Implemented AI-assisted content workflows, improving production speed by ~40%
- Managed cross-functional teams (content, UX, IT, marketing) delivering consistent brand messaging
- Strengthened content governance and security compliance across web properties

Global Web Store Administrator | Content Strategy & Optimization Lead

P3 International Corporation – New York, USA | 2012–Present

- Developed and managed content strategy for global B2B/B2C eCommerce platforms
- Migrated legacy content from spreadsheets to CMS/ERP workflows, reducing content errors by ~50%
- Optimized product and category content for SEO, improving search visibility and conversions by ~25–30%
- Supported omnichannel OMS and CSR operations with accurate, conversion-focused content
- Conducted ongoing content audits and analytics to guide performance improvements

ICT Project Manager | Business Process Analyst

Bravo 8 Technologies – Philippines | 2006–2011

- Led web and content-related initiatives within ERP and systems projects
- Translated business requirements into structured, user-focused content documentation
- Improved clarity and adoption of systems through better content and communication practices

Sr. Manager, MIS | Assistant Vice President

RD Corporation – Philippines | 2001–2007

- Established enterprise information systems and internal content standards
- Supported multi-subsidary operations with structured documentation and communication systems
- Improved information accessibility and consistency across departments

EDUCATION & CREDENTIALS

MIT – Professional Education in Digital Transformation

MBA – HRIS & Financial Management

BS – Computer Information Systems

Certified Professional Security (CSP)