

Kevin Pinili's Portfolio



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I help online businesses as a
Copywriter using
Persuasive Storyselling



**STORYSELLING
COPYWRITER**



I help online businesses as a Copywriter using Persuasive Storyselling

Services:

- Direct Response/Persuasive Copywriting
- Digital Marketing
- Social Media Management
- Email Marketing
- Sales and Appointment Setting

Industries I Have Experience In:

- eCommerce Businesses
- Social Media Marketing Agencies
- Digital Marketing Agencies
- Dropshipping
- Personal Development Industry
- BPO/Call Center Industry
- Education and Training Industry
- Paint Industry
- Fitness Industry
- Restaurant Industry
- Martial Arts Industry

TESTIMONIALS About My Work:

VIDEO TESTIMONIALS



Written Testimonials:

I'm pleased to write this letter of recommendation for Kevin Pinili, who worked with us at Travelshift as a content writer. Kevin was a consistently dependable and thoughtful member of the team, and his contributions made a clear and positive impact on our content operations.

During his time with us, Kevin worked on a wide range of content, blog articles, event features, product pages, and SEO-driven website copy. No matter the format, he approached each task with care, clarity, and a strong understanding of editorial direction. He quickly adapted to our brand voice and content systems, and his writing was clean, well-structured, and aligned with our goals.

What set Kevin apart was his attention to detail and consistency. He didn't just meet expectations, he took the time to make sure every piece was polished and complete. Whether it was following formatting requirements, linking correctly, or integrating SEO elements, Kevin always made sure the finer points were covered. His reliability made him someone we could always count on to deliver solid work, often ahead of deadlines.

Kevin also stood out for his professionalism and communication. He was respectful, clear, and proactive, checking in when needed, updating us on his availability, and always following through on commitments. He managed his time well and showed real accountability in how he handled tasks, which made him incredibly easy to work with.

Even in a remote setup and during moments of change, Kevin remained steady and engaged. He brought a calm, thoughtful energy to the team and showed great character in how he handled feedback, scheduling, and shifting priorities.

Although his time with us ended due to broader company restructuring, Kevin made a lasting impression. He's a skilled writer with a great work ethic, a positive attitude, and a solid sense of ownership in everything he does. I'd gladly work with him again and recommend him for any role in content writing, editorial work, or digital publishing.

Sincerely,
Alexandra Frank
Content and Marketing Team Leader
Travelshift

 alexandra.frank@csuglobal.edu

 +3548300430

 Reykjavik, Iceland

- ***Alexandra Frank, Travelshift***

Kevin has contributed to a lot of our copywriting content needed for Newsletters, Social Media Content, Marketing emails and even page copy.

He was very trainable in terms of understanding the niche and type of audience he is writing for. He delivers the job according to deadline.



He is also a team player and is focused on achieving an outcome.



- ***Eshie Ledesma, Conscious Education***



Keran @ LYFE Marketing <keran@lyfemarketing.com>
to me ▾

Wed, Apr 27, 11:52 PM (15 minutes ago)



Hi Ingrid,

It has been a pleasure to work with you. Please see your Certificate of Employment attached.

Also here is a testimonial you can use:

It is my pleasure to recommend Kevin Pinili for any position that demands engaging copywriting and attention to detail. Kevin is a solid communicator, an honest team member, and committed to delivering result-driven tasks on time.

Let me know if you need ANYTHING else.

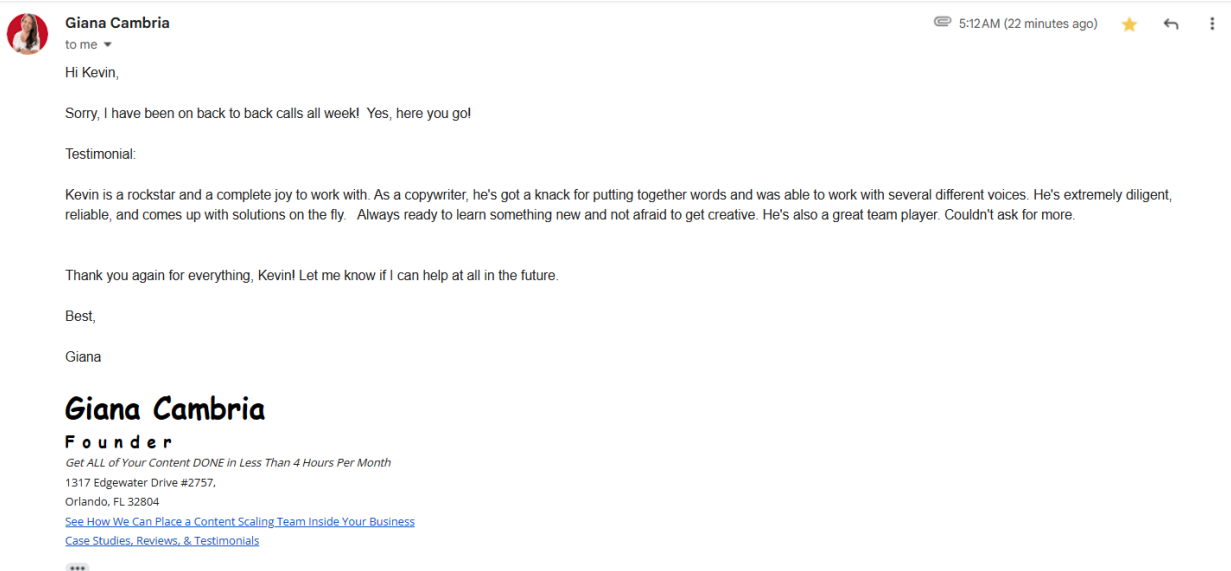
Thanks.

--

Keran Smith
50 Hurt Plaza | Atlanta, GA 30303
O: 404-596-7925 ext 118

Copywriter

- ***Keran Smith, LYFE Marketing (the name “Ingrid” after “Hi” is wrong)***



- ***Giana Cambria, Upperhand Creative***



- ***Riley, Z8 Leads Inc.***



- ***Ysa Pharma, Elevate Tutoring PH***

It was a pleasure to work with Kevin while he was at Wave.ly. Kevin's primary tasks as a writer were product descriptions, landing page copy, and ads copy. On occasion, he assisted our team for further in-depth research on the products and target audience. Although he didn't have much prior experience working at a digital marketing agency, he was able to pick up the pace and adjust well to the team's working dynamic. He is reliable, completes all his tasks by the due dates (and sometimes even before), always open-minded about receiving feedback on his work, always ready to go the extra mile to support the team. I trust that he would bring the same work ethic to his next workplace and excel.

You can attach my name and contact info:
Azfar Rosehaizat
azfar@wave.ly

- ***Azfar Rosehaizat, Wave.ly***

Kevin has a solid attitude, writes well and is a good team player. Always on the ball and proactive, he's a pleasure to work with. His copy is also simple, direct and engaging. Kevin is a good choice whether you are looking at him for a copywriting project or getting him onboard as a team player!

2:35 PM

- ***Jayin Lee, Atomic***

"Kevin was a highly motivated individual who demonstrated his excellent copywriting skills.

He was able to grasp new concepts and any obstacles very quickly.

His copy contained persuasive elements that can benefit any company.

It was a pleasure working with him."

- Zachery Pierce

2:29 PM

- ***Zachary Pierce, Atomic***

today

kM

kyle, 9:07 AM

Kevin was a great fit at idigital. What I liked more than anything was Kevin's ATTITUDE. Always willing to accept a task and put in 100%.

I had him convert podcast to blogs. Write blogs and help write sections of lead magnets.



- **Kyle McGeechan, idigital**

TODAY



Bobbie Abdallah • 2:16 AM

"If you would like to freshen up your web content, contact Kevin. He'll give your text an update to attract your target client with clear and concise verbiage." (Bobbie, Cold Noses News). I would appreciate a link back to my website too. Thanks!



- **Bobbie Abdallah, [Cold Noses News](#)**



EXCD Solutions

to me ▾

8:49 PM (36 minutes ago)



Hello Kevin,

The whole EXCD Team wants to express how grateful we are to work with you.

Still looking forward to our next project.

With this, we want to ask for your feedback as well on what you can say about your experience working with us at EXCD Digital.

Like a team member testimonial. Feel free to share as much as you can.

As requested, here's a written testimonial about your service with us.

"We're grateful to have Kevin as part of our team. He's proactive and we love how he gets the work done ahead of time. He submits every work item before the deadline which is amazing! He's very hardworking and we see his dedication with the project that he's assigned to. He's indeed a great talent with email copywriting."

Will wait for your feedback also Kevin! ❤️

All the best,

- *Jenelle Landicho, EXCD Digital*

PREVIOUS SAMPLES:

Copywriting:

[Fur Makeover Website Copy](#)

[Herbal Ground Website Copy](#)

[Thai Restaurant Web Content/Copy](#)

[Social Media Copy for Multiple Clients](#)

[Pet Niche Product Descriptions](#)

[Wave.ly eCommerce Product Descriptions/Landing Pages](#)

[Facebook Ad Copy - GroomFurYou](#)

[Doggo Haven About Us](#)

[IR SY6 - Soundplus Medium-Area Infrared \(IR T2\) System](#)

[PLR BP1 - Proloop Body Back Induction Loop Receiver - Williams AV](#)

[FB Ad Copy - Miracle Turmeric Health Supplement](#)

[Facebook Ad Copy - Fitness Coaches](#)

[Social Media Copy - Automate 90% of Dropshipping Operations](#)

Email Copywriting:

[Manifestation Email](#)

[Welcome Email Sequence - Hula Hoop Brand](#)

[InsideOutJoys Warm-up Email Sequence](#)

[Qi Life Emails](#)

[Pets Galore Email Sequence](#)

[Pet Business Solutions Welcome Email](#)

[Rhythm Engineering Welcome Email](#)

[Einstein Pets Abandoned Cart Sample](#)

[Email Campaign - PROMO: FREE SHIPPING on All Qi Coils™](#)

[Email Copy - Free Email Copywriting Course](#)

[Copywriting Perception Base Course Email](#)

[eCommerce Email Sequence - Awesome Anime T-shirts](#)

[20 Personalized First Lines](#)

[16 Personalized First Lines](#)

[Email Copy - Business Automation Strategies](#)

[Copywriting Skill Email Promotion](#)

[Content Writing Course Registration](#)

Travel Writing:

[Turkey in September: The Best Travel Tips for the Perfect Trip](#)

[Liechtenstein in July: What to Expect About This Hidden Gem](#)

[The Netherlands in May: The Definitive Guide](#)

[Nice in June: Top Things To See, Do, and Enjoy](#)

[Portugal in April: How to Plan Your Perfect Trip](#)

[Budapest In September: What You Need To Know](#)

[Ultimate Guide to Visiting London in April: Attractions, Events, and Tips](#)

[Visiting Berlin In July: Practical Tips For Your Trip](#)

[Dritvik Cove Travel Guide](#)

[Onundarfjordur Pier Travel Guide](#)

[Skaftfellingur Museum Travel Guide](#)

[Travel Guide: Langanes Peninsula](#)

Content Writing:

[Top 5 Life Lessons From Dogs](#)

[5 Lessons I Learned From Kobe Bryant](#)

[A Quick List of Famous Failures and Rejections for Quick Motivation](#)

[Why I Will Never Stop Going To The Gym](#)

[Leveling Up In Video Games and How It Can Be Applied In Real Life](#)

[Why Taking A Break From Social Media Can Do Wonders For Your Mental Health](#)

[Why there is no such thing as a "League" in Dating or Romantic Relationships](#)

[Why "Never Give Up" doesn't apply to Everybody](#)

[Whatever it is, do it NOW!](#)

SEO Content:

[Is Acrylic Ink the Same as Alcohol Ink?](#)

[10 Super Crafty DIY Stamps Ideas](#)

[Amazon Buyer Guide Longboards](#)

Social Media Marketing:

[Triton Paints Facebook Posts](#)

[Z8 Leads Inc. FB Posts](#)

Video Scripts:

[Hype Fitness Tease Video Script](#)

[401k Changes for 2022](#)

Podcast Copywriting:

[Podcast Episode to Blog - Ep 10 Selling On Amazon Is Easy Right? Wrong!](#)

[Podcast Episode to Blog - Ep 11 Are Business Coaches Worth It?](#)

[Podcast Episode to Blog - Ep 12 The One Forgotten Secret Of Marketing](#)



Certifications:

- 1) Persuasive Copywriting Certification - Raf Marabut (Copywriting Dojo Philippines) - 2025
- 2) Modern Copywriting Foundations - Miguel Campaner - 2025
- 3) Copywriting Starter Pack for AI and ChatGPT - Miguel Campaner - 2023
- 4) The Complete AI Guide (ChatGPT, Generative AI) - Julian Melanson and Benza Maman (Udemy) - 2025
- 5) The Complete Digital Marketing Guide - Robin and Jesper (Udemy) - 2025
- 6) B2B Sales Masterclass: People-Focused Selling - Kevin Dorsey (Udemy) - 2024
- 7) Sales Training: Practical Sales Techniques - Chris Croft (Udemy) - 2024
- 8) The Ultimate SEO Training 2023 + SEO For WordPress Websites - Joshua George/ClickSlice Ltd (Udemy) - 2023
- 9) Email Marketing 101 - Elevate Elites Academy PH - 2022
- 10) Copywriting Starter Pack - Miguel Campaner - 2022
- 11) Filipino Copywriting Insider - Miguel Campaner - 2021
- 12) Copywriting Foundations - Miguel Campaner - 2021
- 13) Email Domination: Sell High-Ticket (\$5k And Above) Coaching Programs Using Email Copywriting - Romer Rulida - Skilz - 2021
- 14) Profitable FB Ad Writing: 80X Your Returns with Facebook Ad Copywriting Secrets - Mark Darwin Balaswit - Skilz - 2021
- 15) Certified Direct-Response Copywriting Specialist - DigitalMarketer - 2020
- 16) Social Media Management and Marketing with Funnel Marketing 101, SEO Overview, Content Creation 101, and Copywriting 101 - Elevate Elites Academy PH - 2020
- 17) The Complete Copywriting Course: Write To Sell in 2019 by Rob Percival and Tamsin Henderson (Udemy) - 2019

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