



Sydney Arin Go

Content Marketer

Content marketing is all about creating content that your audience wants to see. I've worn many hats as a content marketer. I've done social media marketing, community management, email marketing, influencer marketing, blog writing, and search engine optimization. And in all my experience, I've found that the best way to rank is to solve your audience's problems through content.

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SKILLS

Digital Marketing

Search Engine Optimization

Content Management

Community Building & Management

Social Media Marketing

Content Strategy

Video Editing and Creation

Content Analysis & Reporting

Editing

WORK EXPERIENCE

Semrush

Blog Editor

05/2022 - Present

Boston, USA (Remote)

Semrush is an all-around content marketing tool that does everything from keyword research for SEO to AI-powered content generation.

Achievements/Tasks

- Edit at least 6 articles per week, optimizing for SEO and increasing our chances of ranking organically
- Contribute to 100% year-on-year revenue growth through optimizing content for signups
- Create and edit briefs for content creation

Animalz

Content Marketing Manager

01/2021 - 05/2022

New York, USA (Remote)

Animalz is a content marketing agency, known for producing quality long-form content for companies like Spotify, Google, and Amazon, among others

Achievements/Tasks

- Wrote 9 articles per month for various customers (Buffer, Extol, SimpleLegal, Snappy Kraken, etc.)
- Grew each of my main customers' organic pageviews by at least 10% over a 6-month time period
- Established Extol's social media presence on LinkedIn and Twitter and increased engagement by 15% over 3 months

Growth Marketer

Acadium

08/2019 - 01/2021

Ontario, Canada (Remote)

Acadium is an educational startup that helps anyone, from anywhere, kickstart their careers for free

Achievements/Tasks

- Grew Instagram account from 0 to 3000 followers in 3 months, with engagement hovering around 5%-10%
- Built an engaged community of users from 0 to over 1000 in 3 months that increased both activation and retention by 10%
- Created an Ambassador Program with over 40 people who constantly created and shared content that linked back to Acadium (over 120 pieces of content a month)
- Built Acadium's entire SEO content strategy

Freelance SEO Copywriter

Various Companies and Clients

06/2014 - 01/2018

To put myself through college, I worked for four years as a writer for various organizations.

Achievements/Tasks

- Wrote over 100 articles and copies for blogs and websites
- Promoted Facebook businesses and e-commerce sites
- Created videos and posters for posting on social media

WORK EXPERIENCE

Contributing Editor

United Print Media Group

09/2016 - 02/2017

The United Print Media Group (UPMG) is an association of all print media outlets in the Philippines.

Achievements/Tasks

- Published an 8-page newsletter
- Provided photo and video coverage for their events
- Created content for their social media pages

Makati, Philippines

TEACHING EXPERIENCE

English as a Second Language for K to 12

Hampson English

01/2018 - 07/2019

Tasks/Achievements

- Taught conversational English to students ages 7 to 18
- Prepared students for standardized exams (SATs, GMAT, GRE, etc.)

Nanjing, China

EDUCATION

B.A. Organizational Communication

University of the Philippines

08/2013 - 06/2017

Courses

- Dynamics of Public Relations
- Approaches to Communication in Management
- Technical Writing I & II
- Communication Trends and Styles

Manila, Philippines — 1.72

Mandarin Language Studies (Non-Degree)

Nanjing Normal University

09/2017 - 07/2019

Courses

- Conversational Mandarin - Intermediate Class
- Travel Mandarin and Chinese Geography
- Reading and Writing - Intermediate Class

Nanjing, China

LANGUAGES

English

Native or Bilingual Proficiency

Filipino

Full Professional Proficiency

Mandarin

Professional Working Proficiency