

Sydney Go

SEO Strategist & Content Creator

SEO professional with six years of experience in content strategy, creation, and editing, with a proven track record in growing organic page views, enhancing social media engagement, driving revenue growth, and managing and coordinating with writers.

Work History

2023-05 -
Current

SEO Blog Editor

Semrush, Boston, USA (Remote)

- 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
- Coordinated with and gave extensive feedback to other freelance editors
- Create and edit briefs for content creation

2022-05 -
2023-05

Content Coordinator

Semrush, Boston, USA (Remote)

- Optimized web content for SEO, resulting in higher search rankings and increased user visibility
- Managed editorial calendars, streamlining the content production process and meeting tight deadlines
- Coordinated with freelance writers and designers to produce visually appealing and informative content

2021-01 -
2022-05

Content Marketing Manager

Animalz, New York

- Wrote 9 articles per month for various customers (Buffer, HotJar, Extole, SimpleLegal, Snappy Kraken, etc.)
- Grew each of my main customers' organic pageviews by at least 10% over a 6-month time period

Contact

E-mail

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WWW

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WWW

[sydneymarigo.com](https://www.sydneymarigo.com)

Skills

Search Engine Optimization



Content Management



Community Building & Management



Social Media Marketing



Content Strategy



Video Editing and Creation



Content Analysis & Reporting



Editing



WordPress Proficiency



- Established Extole's social media presence on LinkedIn and Twitter and increased engagement by 15% over 3 months

2019-08 -
2021-01

Growth Marketer

Acadium, Ontario

- 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 social media and SEO content strategy.

2014-06 -
2018-01

Freelance SEO Copywriter

Various Companies and Clients

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

2016-09 -
2017-02

Contributing Editor

United Print Media Group, Makati

- The United Print Media Group (UPMG) is an association of all print media outlets in the Philippines
- Published an 8-page newsletter
- Provided photo and video coverage for their events
- Created content for their social media pages.

Languages

English

Filipino

Mandarin

Education

2017-06

Bachelor of Arts: B.A. Organizational

Communication

*University of The Philippines - Manila - Metro Manila,
Philippines*

- Participated in courses like Technical Writing I & II, Approaches to Communication in Management, and Communication Trends and Styles
- GPA: 1.72 (highest of 1.0)
- Graduated cum laude