

# Paolo Go

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## Content Writer, Social Media

- **Well-Published Writer:** written hundreds of thought-provoking and engaging articles in various topics: sports, business, lifestyle, and more.
  - **Social Media Marketing Savvy:** two years' experience managing social media accounts from a professional role; proficient in digital marketing and Hootsuite Certified
  - **Web Analytics and SEO-Proficient:** familiarity with Facebook, twitter, and Google Analytics; consistently produces web content and copy with best SEO practices
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### Skills

- Content Writing
  - Social Media Marketing
  - Search Engine Optimization
  - Web Analytics
  - Digital Marketing
  - Copywriting
  - Proofreading & Editing
  - Research & Analysis
  - Web Content Development
  - Public & Media Relations
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### Certifications

<b>Google Analytics Certified</b>	2/2018
<b>Hootsuite Certified</b>	9/2018

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### Professional Experience

**TOP AFFILIATE PUBLISHING, Offshore** – *Publisher working with multi-million gaming websites*

**Lead Writer: Content and Copy**, 4/2016 to Present

Writes content to drive leads and critical metrics to websites and coordinates with other writers, marketers, and design team to bring together content with a Canadian focus and was promoted with an additional role in social media for resourcefulness and dedication.

#### **Selected Accomplishments:**

- Consistently writes high-quality copy on articles and carefully following best SEO practices while leveraging market information to rank within the first two pages of Google
- Promoted as social media coordinator for creating new leads to website, contributing to SEO refinement, identifying and testing new communication channels and tools

**Social Media Coordinator**, 7/2017 to 07/2018

Created and managed social media profiles for company using social analytics tools to evaluate social media platform performances based on audience information and collaborating with digital marketing and design teams to develop larger campaigns.

#### **Selected Accomplishments:**

- Increased start-up social media channels by 300% in three months and created organic following by consistently increasing impressions on social media channels: Facebook, Twitter, and YouTube
- Drove an additional 1,000 monthly views minimum to website by successfully using social media analytics to determine best-performing content and optimal time to execute marketing tactics

**ECUSTOMS, North York, ON** – *technology firm specializing in export compliance for global trade*  
**Marketing Content Writer**, 7/2017 to 10/2017 (3-Month Term)

Developed marketing materials for company's departments and B2B clients. Wrote and maintained online news database, technical documents, and blog posts helping complete project on short term.

**Selected Accomplishments:**

- Helped launch new Visual Compliance reformat by taking creative direction from project managers to meet writing/copyediting/formatting expectations with minimal training
- Performed technical copywriting, copyediting, and document formatting on items such as user manuals, blog posts, newsletters, and technology/proprietary system how-to documents

**ROGERS SPORTSNET, Toronto, ON** – *most prominent Canadian regional sports network*  
**Contributing Writer**, 11/2015 to 01/2017

Wrote a variety of feature stories and other original content as pitched or assigned by editor in AP style of news reporting and was highly recommended by managing editor.

**Selected Accomplishments:**

- Dependably wrote riveting content that required minimal editing and was keyword and SEO-friendly resulting in consistent appearances on the first page of Google
- Adapted to changing protocols of publishing while keeping up-to-date with rapidly changing landscape of news reporting and social media

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## Other Experience

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**ROGERS COMMUNICATIONS, Toronto, ON** – *Canada's largest telecommunications company*  
**Business Support Consultant**, 02/2014 to 04/2016

Met personal performance measures in quality assurance and supporting customers, sales representatives, and online self-service applications while also contributing to Rogers Sportsnet

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## Technology

**Software:** MS Office (Word, Access, Excel, PowerPoint), JIRA

**Web/Multimedia:** WordPress, HootSuite, Buffer, Canva, CoSchedule, Google Keyword Planner, IFTTT, Later, Optimisation, Web Server Administration

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## Education

**GEORGE BROWN COLLEGE, Toronto, ON**  
**Postgraduate Certificate, 12/2013**

- Major: Sports & Event Marketing
- Courses include: Integrated Digital Marketing, Applied Business Communication, Advertising and Media Fundamentals, and Marketing Management