



BLAYCE

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing & Editing (6+ Years Experience)
- SEO Content Writing & Optimization
- Keyword Research & Topic Development
- On-Page SEO (Basic–Intermediate)
- Content Planning & Editorial Management
- Content Publishing & WordPress Management
- Social Media Content Creation
- Research & Performance Analysis (Google Analytics)
- Content Strategy & Workflow Coordination

TOOLS

- Microsoft Office 365
- Google Workspace
- Google Analytics
- Google Search Console
- SEMrush
- WordPress
- Yoast SEO
- Canva
- Notion
- Trello

Results-driven Content Writer with 5+ years of experience in SEO writing, editorial management, and digital content strategy across news, media, and online platforms. Proven track record of managing end-to-end content workflows, producing high-quality articles, and optimizing content using analytics and keyword research to improve reach and engagement. Brings strong expertise in research, editing, SEO tools, and content performance analysis, helping organizations enhance audience growth, maintain content quality, and drive consistent digital visibility.

WORK EXPERIENCE

SENIOR STAFF WRITER/EDITOR

SOFREP | 2022 – 2026 (4 Years)

- Managed editorial workflows and WordPress publishing, wrote and optimized SEO content, conducted keyword research and analytics tracking, and supported administrative and virtual assistant tasks to ensure timely content delivery.

REMO REVIEWER (PART-TIME)

Remotasks | 2021 – 2022 (1 Year)

- Completed data annotation tasks including image labeling, transcription, and content moderation while maintaining high accuracy and adherence to guidelines.

CONTENT & MEDIA SPECIALIST

Syntactics, Inc. | 2019 – 2022 (3 Years)

- Led content creation, SEO strategy, and social media management while overseeing publishing schedules, analytics, and cross-platform content campaigns.

VIRTUAL ASSISTANT (INTERN)

Syntactics, Inc. | 2018 (Internship)

- Supported administrative tasks, social media content scheduling, and client coordination while assisting with digital workflows.

ONLINE ENGLISH INSTRUCTOR (PART-TIME)

51Talk Philippines

- Delivered online English lessons, adapted teaching methods, and monitored student progress to improve learning outcomes.

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