

# GEM SIOCON

## COPYWRITER/CONTENT WRITER

### PERSONAL PROFILE

Inbound marketing-certified content writer and copywriter. Design and implement content strategy for busy recruiters. Write content that supports recruitment marketing strategy

### WORK EXPERIENCE

#### Freelance Writer

Various Clients | 2017 - present

Wrote blogs and articles for various B2B clients. Applied SEO-writing techniques to make sure content will rank on search engines and attract the right leads.

#### Digital Marketer

Konnecting | 2016 - present

Plan and implement digital marketing strategies for a Sydney-based recruitment and migration agency to drive brand awareness, leads and website traffic: web copy, blogs and news articles, newsletter and social media copy.

### EDUCATION

#### Pamantasan ng Lungsod ng Maynila

Bachelor of Science in Psychology | 2003

### TRAINING

#### Hubspot

Inbound Marketing Certified | 2017

#### Smart Dreamers

Recruitment Marketing | 2020

#### Lynda (LinkedIn Learning)

Employer Branding to Attract Talent | 2018



### CONTACT ME AT

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### SKILLS SUMMARY

- Research & Fact-checking
- Content Writing
- Copywriting
- SEO
- Social Media
- Digital Marketing Strategies

### AWARDS RECEIVED

-  Gold Award - Best Contact Centre in Social Media - Contact Centre World: Vodafone Qatar (2014)
-  Best Social Media Strategy for Telecommunications - Marketing Awards Middle East Terrapin: Vodafone Qatar (2014)