

# PAOLO GO

## EDITOR, WRITER, SPORTS & IGAMING

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*Editor and writer with 7+ years crafting SEO-driven content for casino, sports betting, and affiliates. Skilled at managing high-volume workflows with precision, clarity, and compliance – including Ontario's iGaming rules. Detail-obsessed, deadline-driven, and committed to clean, accurate, engaging copy.*

## EXPERIENCE

JAN 2021 -  
PRESENT

### SPORTS BETTING & IGAMING WRITER - BETUS

- Produces SEO-friendly sportsbook content for major sports and various iGaming evergreen pages.
- Ensures all articles remain polished, error-free, and accurate through ongoing reviews and updates.
- Pitches and execute evergreen guides, odds breakdowns, and timely betting content aligned with search trends.
- Adapts tone and voice to meet editorial needs, balancing expert analysis with casual readability.

MAR 2024 -  
MAR 2025

### SPORTS BETTING EDITOR - REVMASTERS

- Lead editor for casino, sportsbook, and lottery content focused on North American and some international markets
- Managed quality assurance across landing pages, bonus pages, and evergreen casino guides.
- Collaborated with SEO, marketing, and design teams to ensure consistency, accuracy, and on-brand messaging.
- Applied detailed fact-checking, keyword optimization, and formatting to improve search performance and readability.

APR 2016 -  
JUN 2022

### CONTENT WRITER - CANADA SPORTS BETTING

- Wrote and edited high-performing casino and sports betting content for multiple global brands, including Ontario-facing projects.
- Co-managed community engagement through social media content during major betting events.
- Supported editorial workflows, ensuring compliance with betting regulations across regions.
- Worked closely with SEO and design teams to maintain quality, clarity, and ranking performance.