


SHANAYA BAYLON

CONTENT STRATEGIST & COPYWRITER

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 [Shanaya Baylon](https://www.linkedin.com/in/Shanaya_Baylon)



Content, social, and marketing professional with experience developing strategic social media campaigns and SEO-optimized copy for 130+ clients across the U.S. Skilled in writing across multiple verticals with a proven ability to adapt tone, messaging, and strategy to fit each client's audience. Proficient in leveraging AI tools to enhance content workflows without compromising quality or brand voice. Backed by 5+ years in end-to-end content development—spanning instructional design, multimedia production, and editorial QA—and recognized as Employee of the Year nominee (2024) for driving content quality and team efficiency.

PROFESSIONAL EXPERIENCE

Associate Content and Social Developer

Scorpion | Draper, Utah (through Booth | Makati, Metro Manila)

Oct 2025 - May 2026

- **Developed and managed social media content, SEO blogs, and client-specific copy** for 133 home services and 5 legal clients across the U.S., ensuring on-time delivery and brand consistency.
- **Published and scheduled content** across Facebook, Instagram, LinkedIn, and Google Business Profile, and executed Meta ad boosting campaigns to extend client reach.
- **Designed on-brand graphic assets** using Canva and supported website content creation through backend CMS management.
- **Collaborated** with Social Strategists monthly to align content with campaign strategies, participated in client strategy calls, and responded to internal inquiries within a 24-hour SLA.
- **Leveraged AI tools to streamline content workflows** while preserving each client's unique brand voice across multiple verticals.
- **Maintained client deliverable tracking** through internal content management systems and spreadsheets, managing deadlines across a high-volume client queue.

Junior ESL Content Developer

Rarejob Philippines, Inc. | Quezon City, Metro Manila

Jul 2023 - Oct 2025

- **Led end-to-end development and launch** of English-learning podcasts and an e-magazine, covering research, scope & sequence planning, and multimedia production (audio, photos).
- **Wrote** microcopy for the podcast website launch and published and **managed educational content** through WordPress, ensuring accurate formatting and timely release of daily materials.

- **Collaborated** with the training team on instructional design, developing materials and guidelines that equipped tutors to deliver content effectively.
- **Integrated AI tools** (ChatGPT, Gemini, Text-to-Speech) into writing workflows by developing effective prompts and guidelines, reducing drafting time across the content team.
- **Performed weekly quality assurance and revisions** on daily materials accessed by 8,000+ students, maintaining error rates within acceptable thresholds.
- **Adapted localized learning content** for new markets, successfully transitioning materials from Japanese to Taiwanese learners.
- **Nominated for Employee of the Year (2024)** for significant contributions to podcast development and launch.

Content Writer and Editor

Study.com | Mountain View, California

2020 - 2022

- **Created content** for career and education topics, contributing to a large-scale digital knowledge base.
- **Reviewed, edited, and evaluated articles and keywords for SEO compliance**, ensuring content met platform quality standards.
- **Provided editorial guidance to content writers** on titles, topics, and content structure.

Freelance Online Tutor

Course Hero | Redwood City, California

2020 - 2022

- **Tutored students** from elementary through college level in English, Writing, Research, and Literature, developing strong communication and audience adaptability skills.
- **Consistently simplified and adapted complex subject matter for diverse learners**, mirroring core content development and editing competencies.

Module Content Contributor (Part-time)

UP Baguio - CAC | Baguio City, Benguet

Nov 2022

- **Developed written assessments and evaluation content** for a language module, contributing to the full content production cycle.
- **Assisted in planning and producing** multimedia assets to support module delivery.

ESL Tutor (Premium and General English)

Rarejob, Inc. | Shibuya-ku, Tokyo, Japan

Nov 2019 - Nov 2025

- **Delivered personalized English learning experiences** to a diverse audience spanning professionals and learners aged 4–80, developing strong audience-awareness and communication adaptability.
- **Assessed individual learner needs and tailored lesson approaches** accordingly, building skills in audience analysis and targeted messaging.
- **Provided structured feedback and clear lesson documentation** within strict time constraints, demonstrating strong written communication and time management under pressure.

EDUCATION

BA Language and Literature

University of the Philippines Baguio
2015

- GPA: 1.83
- Best Thesis Awardee 2023

Class Salutatorian

Paradise Farms National High School
2011-2015

- Editor-in-chief of Ang Paraiso
(Official School paper)

PROFESSIONAL DEVELOPMENT

Introduction to Marketing (Course)

UPOU Massive Open Online Courses
University of the Philippines Open
University
September 2025

Copywriting: Master Content Writing & Copywriting

Udemy
(in progress)

SEO Copywriting for Digital Marketing

Coursera
(in progress)

AI SEO & GEO: Boost Your Brand's AI Visibility

Coursera
(in progress)

SKILLS

TECHNICAL

- Google Suite · Microsoft Office
- WordPress · Backend CMS Management
- Canva · Basic Graphic Design
- AI-Assisted Content Creation Workflows
(ChatGPT, Gemini, Claude)
- Meta Business Suite · Meta Ads (Boosting)
- Google Business Profile
- Facebook · Instagram · LinkedIn (Content
Publishing)
- SEO Content Optimization Tools (integrated
CMS environment)
- Grammarly
- Notion (Project Management)
- Social Media Scheduling (Platform-
Integrated)

HARD

- Copywriting · Copyreading
- SEO Content Writing
- Blog & Article Writing
- Social Media Content Strategy
- Microcopy Writing
- Script Writing
- Editorial Quality Assurance
- Content Research & Development
- Multimedia Content Production
- Content Calendar Management
- Brand Voice Development
- Audience Analysis
- Cross-Vertical Content Adaptation

SOFT

- Attention to Detail
- Communication
- Adaptability
- Problem-solving
- Organization
- Cross-functional Collaboration

REFERENCE

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