

Kenneth Relox

Mandaluyong City

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Highly skilled Content Moderation Quality Analyst with a strong background in SEO, leveraging a keen eye for detail and a deep understanding of digital content to enhance user experience and ensure compliance with community guidelines. With 9+ years of experience in moderating and optimizing content across various platforms, excel at identifying trends, maintaining content quality, and implementing best practices to improve search engine rankings and online visibility. Possess a strong understanding of both manual content moderation and automated systems, working collaboratively with cross-functional teams to fine-tune strategies and deliver measurable improvements. Adept in keyword research, content optimization, and performance analysis, committed to driving results and ensuring that content aligns with user intent while adhering to ethical standards. Eager to apply my expertise to contribute to a dynamic, results-driven team.

Personal Details

Citizenship: Filipino

Work Experience

Quality Analyst

ByteDance-Pasig City

January 2021 to Present

Content Moderation

- **Content Evaluation:** Conducted thorough reviews of user-generated content across multiple platforms (text, images, video, and audio) to ensure compliance with community guidelines, legal requirements, and ethical standards.
- **Policy Enforcement:** Enforced company policies related to harmful or inappropriate content, including hate speech, violence, adult content, and misinformation, contributing to a safer and more engaging user environment.
- **Quality Assurance:** Maintained high levels of quality and consistency in content moderation, reviewing thousands of submissions per day while adhering to strict turnaround times.
- **Machine Learning Support:** Collaborated with data teams and machine learning engineers to provide actionable feedback on automated content moderation systems, improving accuracy and model performance through data annotation and quality control.
- **Trend Identification:** Identified emerging trends in content violations, providing insights to help refine content guidelines and prevent potential issues before they escalate.
- **Cross-functional Collaboration:** Worked closely with legal, compliance, and customer support teams to ensure alignment on policies and to escalate critical issues when necessary.
- **Reporting & Documentation:** Maintained detailed reports of moderation actions and flagged content, ensuring transparency and providing data-driven insights to support ongoing platform improvements.
- **User Interaction:** Assisted in handling user appeals, providing timely and thoughtful responses, and ensuring consistent communication around moderation decisions.

Search Engine Optimization

- **Keyword Research & Analysis:** Conducted comprehensive keyword research to identify high-value keywords and search trends, optimizing content for targeted search queries
- **Competitor Analysis:** Regularly conducted competitor analysis to evaluate industry trends, competitor keywords, and strategies, adapting and fine-tuning SEO tactics to maintain competitive edge.

- **Content Optimization:** Worked closely with content teams to optimize content for SEO, ensuring that all content was relevant, high-quality, and aligned with search intent while incorporating targeted keywords naturally.
- **Client Reporting & Recommendations:** Provided regular performance reports to clients or senior management, highlighting key SEO metrics, growth areas, and offering strategic recommendations for further improvements.

Quality Analyst

Accenture-Cubao Quezon City

September 2015 to January 2021

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Education

Bachelor's Degree in Information Technology

Polytechnic University of the Philippines - Mandaluyong

June 2010 to May 2014

Skills

- Report writing
- SEO
- Organizational skills
- Data analysis skills
- Microsoft Excel

Languages

- English - Fluent
- Tagalog - Native