

Solomon Mugo

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Professional Summary

I am a highly experienced and passionate freelance writer with six years of professional, hands-on experience creating content across various niches, including SEO marketing, SMM, technical content creation, copywriting, proofreading, and digital marketing.

Highly skilled in creating content for high-traffic blogs and websites, paired with excellent research, formatting, and editing skills that ultimately increase user engagement and CTRs. Adept at developing original content based on a client's instructions that satisfies the reader's needs.

Work Experience

Upwork.com Freelance Writer

11/2020 - Present

- Delivery of exciting and innovative weekly Content Marketing, SEO, SaaS, and Digital Marketing blog content.
- Perform interviews and compile data in an organized way.
- Foster cordial working relationships with article source websites and staff.
- Connect and monitor user feedback and engagement.
- Maintain close contact with the website owner about needs and goals.
- Efficient time management and effective resource utilization.

vpnalert.com Content Creator

11/2022 - Present

- Create high-quality, well-researched, and SEO-optimized articles.
- Hit 90% SurferSEO optimization in all articles.
- Brainstorm with the editorial team on article outline development, including keyword research.
- Provide writing support and editing services to the junior writing staff.
- Perform data collection and fact-checking for statistics articles.
- Liaise with the graphic design of custom images and infographics on articles.

Monday.com Digital Content Writer

03/2021 - 08/2022

- Create high-quality, factual, concise Task Management, Marketing, Project Management, and Sales & CRM articles for a highly educated and informed tech community.
- Prepare custom briefs and summaries for editor approval before preparing content.
- Perform information collection and data management on my assigned projects.
- Perform thorough editing and fact-checking on all my finished projects including using SurferSEO and Grammarly premium.
- Perform keyword research and brainstorm on topic choices using readers' feedback.
- Liaise with graphic design and editing teams to polish articles before website uploading.

Codeless Interactive LLC SaaS Writer

02/2022 - 05/2023

- Prepare highly researched long-form SaaS articles for a variety of high-value clients.

- Proofread, optimize, and update current Codeless articles for better SERP rankings,
- Have weekly progress Skype meetings to set content calendars and agendas.
- Perform keyword research and identify low-competition long-form keywords.
- Liaise with graphics creation teams to prepare impact and high-quality keywords for articles.
- Mentor and train junior SaaS writers.

Education

Kenyatta University

Duke of York Secondary School

Languages

British English - Fluent (Written & spoken)

American English - Fluent (Written & spoken)

Additional Skills

- Communication skills
- Ability to work under pressure
- Timekeeping
- Professionalism
- Leadership
- Customer service