

# RYAN FICK

FREELANCE CONTENT WRITER, SEO SPECIALIST

## EXPERIENCE

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### 2022 - Present **Skale**

Freelance Content Writer, Cape Town

I'm responsible for the writing and editing of engaging, well-researched long-form articles and blog posts. I've written about a variety of topics that range from and include:

- UX
- Advertising and Sales
- B2B sales
- SaaS
- Business Management
- HR and Employee Management
- Digital Marketing and Social Media

The role is a remote one. As such, I've also had to perfect my time-management skills and become increasingly disciplined and self-motivated. It's a role I take a great deal of pride in.

#### **Reference:**

Donna Gleize  
donna@skale.so

### 2016 - 2022

#### **Cape to Cuba**

Waiter/ Senior Barman, Cape Town

I was responsible for greeting, serving, and attending to customers as well as creating a number of shaken, frozen, and layered cocktails (both classic and unique). This required using free pouring/speed pouring methods as well as regular wines, spirits and beers. In addition to this, performing other general bartending duties including liaising with customers, operating the GAAP system, doing stock take as well as cleaning and maintaining bar hygiene.

Other minor duties involved the training of new barmen, supervision of runners and maintaining par levels at the bar as well as informing customers about the bar's history and its day to day operations as well as promoting specials or upselling of cocktails.

#### **Reference:**

Jackson Chanache (Manager) :  
064 349 2253

Simon Rudd (Manager) :  
064 417 6604

## ABOUT ME

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I am hard-working, bright, professional, determined and take pride in what I do and how I do it.

I am a people person with excellent verbal and written communication and my background of extensive travelling as well as ongoing exposure to people from all walks of life allows for me to be very broad in my understanding of people.

My ability to work well in a team or on my own as well as my being a quick learner allows me to easily pick up any new skills, techniques and setups that are required of me.

Having worked in a busy and well-known cocktail bar for most of my working career, I thrive under pressure. My other experiences have equipped me with an excellent ability to multitask which has served me well in my studies and work.

My friendly, well-mannered and level-headed personality makes me well suited for interacting with anyone, from anywhere.

In general, I relish the challenge of working hard and working often.



## INTERESTS

### Reading

Anything and everything. From Steve Biko and Tolstoy to Harry Potter and Quantum Mechanics for Dummies



### Learning

Literally half of what I want from life is to learn as much as possible about as much as is possible. I constantly have 20 tabs open



### Football

Manchester United supporter.

"At Manchester United we strive for perfection and if we fail we might just have to settle for excellence."



### Travel

So Far:  
7 Countries, 4  
Continents and  
Counting



## 2019 - 2019

### Travel Traction

Intern Content Writer, Cape Town

My job involved using a combination of research, keyword research and writing skills to develop travel content articles for well known websites. Using basic understanding of SEO concepts SERP mechanics, these articles were optimized in order to get better rankings and wider viewership. I am also aware of the role of affiliate marketing and the role it can play in monetizing a digital platform.

During the course of my internship I used and familiarised myself with Google Suite as well as WordPress during the publishing phase and writing phases respectively.

While the internship did not last long due to scheduling issues with my other job at the time as well as my studies I believe that due to the intensity and comprehensive nature of the program at Travel Traction, I am more than well-equipped in this industry.

#### Reference:

Matt Davison:  
mattgnomedavison@gmail.com

## 2019 - 2020

### Kong Bar and Grill

Bartender, Cape Town

My job entailed creating classic and house cocktails and other standard drinks. I was responsible for serving customers at the bar as well as operating as a service barman as well as acting as a barista.

In addition to this I was responsible for general bar duties such as stock take, issues, maintaining cleanliness behind the bar and ensuring smooth and fast service.

#### Reference:

Michelle Janse Van Renseberg (Owner/Manager) :  
066 538 0803

## CONTACT

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📍 rfick.journoportfolio.com/

## EDUCATION

2021 - 2021

### Certificate in Search Engine Optimization

Red & Yellow Creative School of Business , Cape Town

This course taught various skills and techniques aimed at understanding the complexities of SEO and how to go about putting together a solid SEO strategy. In addition, one of the aims was directed at knowing what is required for websites to maximize search engine visibility.

Other important skills taught include SEO audits and how to create reports that best reflect the way in which SEO can help you influence your customers' buying cycle and purchase decisions

2019 - Present

### BA in Politics, Philosophy and Economics

University of South Africa, Cape Town

While I have seen this degree as more of a curiosity and interest course than something to actually use, the overall idea behind this is to equip people with the knowledge in these three spheres which makes up an essential part of what it means to live in the modern world and enable them to understand what makes it what it is.

2018 - 2019

### Certificate in Print Journalism and Digital Media

City Varsity, Cape Town

A year long course which taught various aspects of Journalism ranging from Print Journalism, Writing for Web, Reporting, T.V and Radio as well as Photography, Media Law.

2021 - Present

### LinkedIn Learning( Various)

LinkedIn, Remote

- SEO Foundations, Local SEO, SEO: Keyword Strategy, SEO: Link Building, SEO: Videos
- Google Ads (AdWords) Essential Training (2019)
- Learning PPC with Google Ads

## SKILLS

### Hard Skills

Ahrefs	
Asana	
Word	
Excel	
Editing	
Writing	
Wordpress	
Keyword	
Research	
Google Suit	

### Soft Skills

Communication	
Quick Learning	
Flexible	
People Skills	
Multi-tasking	
Teamwork	
Work Ethic	
Leadership	
Skill	
Skill	