



# Stephen Ngunya Mburu

## SEO Content Writer

A skilled SEO content writer with over 6-year experience working with different freelance platforms and digital marketing companies. Trained in SEO, content marketing, social media marketing, keyword research, and website management. Running a successful blog with over 500k views. My passion is to increase conversion through digital marketing strategies that have long-lasting impact.

## Contact

### Phone

+254 746 067 760

### Email

stephen.ngunya@gmail.com

### LinkedIn

<https://www.linkedin.com/in/stephenngunya/>

## Education

Sep 2013 to Aug 2017

**Bachelor of Commerce (Finance)**

Kenyatta University

Jun 2013 to Sep 2013

**Computer Packages**

Innovative Computers

## Expertise

- Content Writing
- SEO
- Keyword Research
- Website Management (WordPress & Elementor)
- Social Media Marketing
- Team Management
- Editing & Proofreading

## Language

English

Swahili

French Basic

## Experience

June 2023 - To Date

RampUp Digital

### Home Improvement Content Writer

- Created, formatted, and published over 100 blog posts, web pages, and web pages for tree-cutting, plumbing, and underground construction companies in California
- Worked with 10 websites while maintaining 100% client satisfaction
- Used task management and communication tools, such as Trello and Slack
- Generated over 10k monthly organic traffic for different clients through SEO
- Researched and mapped different keywords to blog posts and web pages

July 2017 - To Date

Fiverr & Upwork

### Freelance Content Writer

- Written over 50 blog posts about Web3, Crypto, and DeFi
- Keyword research and creating content strategies to target the keywords
- Research on emerging technologies in blockchain technology and its application
- Repurposing created content for other channels like social media and email marketing campaigns

August 2022 - December 2023

VG Media

### Marketing Content Writer & Editor

- Generated content that moved organic traffic from 0 to 1000 within the first year after launch.
- Managed tight deadlines to deliver over 100 pieces of long-form content in 1 year.
- Proofread, edited, and fact-checked over 100 long-form blog posts from 3 content writers

**March 2019 - March 2022**

Digital Marksmen

### **SEO Content Writer**

- Wrote content for more than 5 clients and generated over 100k organic traffic every month
- Came up with SEO strategies that saw one of the clients open 2 new branches to cater to the increasing number of clients
- Created ad copies for 2 NGOs that saw a 30% increase in donations.
- Initiated keyword research and mapping for 10 websites to target different cities in Texas

**December 2022 - November 2023**

Bishopi

### **SaaS Content Writer & Editor**

- Spearheaded the keyword research and mapping to over 15 pages of the website
- Wrote content for all the website pages to fit the designer's requirements
- Wrote over 20 long-form blog posts targeting specific keywords
- Revamped the existing content to focus on relevant keywords

## **Certifications**

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- **June 2022** ITCILO

Enhancing Capacities of Youth-Led Organizations to Deliver Digital Employment Services for Youth in Africa

- **May 2023** McKinsey

McKinsey Forward Program: Adaptability & Digital Resilience

- **Dec 2021** HubSpot

Digital Marketing

- **May 2020** Udemy

Complete Digital Marketing

- **Oct 2019** Moz

Complete Digital Marketing