

LynAnn M. FireHeart

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SEO Content Writer & Strategist with 6+ years of crafting high-ranking content across niches like health, tech, sustainability, and lifestyle. LynAnn combines razor-sharp research, data-driven SEO strategies, and engaging storytelling to boost SERP rankings without sacrificing readability. Known for their keen eye for detail and pattern recognition, they transform complex topics into compelling content that both readers and search engines love.

Experience

JUNE 2022 – JULY 2025

Sustainability Ghostwriter | Private Client | Remote, United States

- Conducted extensive qualitative and quantitative research on various topics such as agriculture, climate change, biodiversity, gardening, renewable energy, waste and recycling, circular economy, and sustainable lifestyles.
- Deconstructed complex concepts and scientific terms into simpler terms that an average reader can understand.
- Wrote an average of 10 long-form articles monthly.
- I got 80% positive client feedback on using SEO tools like SurferSeo, Ahrefs, and Google Search Console to improve content ranking on SERPs.
- My skillful use of organic keywords, meta tags, internal and external links, and meta descriptions increased the site's organic search traffic by 75.94% - 87%.
- 70% of the blog posts I wrote ranked on the first and second pages of Google, with several readers contacting the client about the wealth of information received through my writing.

JANUARY 2022 – MAY 2022

Marketing Contract Writer | Joules Creative Inc. | Remote, Nigeria

- Created marketing content for an audience interested in email marketing, sales funnels, Facebook advertising, Google Analytics, and content marketing processes.
- Provided accurate information to new and experienced digital marketers and business owners who want to stay at the top of their game, smash KPIs, and boost conversions.
- Helped craft and edit extensive content using suitable SEO practices to achieve high conversion rates.

MARCH 2018– MAY 2022

Ghostwriter | Freelance | Remote, Nigeria

- Ghostwrote articles for various clients across various niches like casino and games, lifestyle, fiction, and academic writing.
- Used search engine optimization strategies to develop engaging content.
- Learned better writing, editing, and SEO skills to produce error-free and engaging content.

Skills

Search Engine Optimization • Keyword Research • Qualitative Research • Using Slack • Content Management Systems (WordPress Formatting) • Proof Reading • Open Communication • Efficient Time Management • Content Strategy • Proof Reading • Team Player • Self-Motivation • Adaptability • Ability to Accept Feedback • Gardening Knowledge

Education

2018/19 – 2021/22

Bachelor of Arts, English Language | University of Ibadan | Nigeria

- **Completed 68 credits towards a B.A. in English Language**
- **GPA: Third Class Honors**