

STEVE NDAR

CONTENT WRITER

DETAILS

ADDRESS

Nairobi
Kenya

PHONE

+254718571471

EMAIL

stevethompson254@gmail.com

LINKS

[Portfolio](#)

SKILLS & TOOLS

Content Strategy &
Planning

SEO Content Writing

Copyediting and
Proofreading

WordPress/CMS
Management

Google Workspace

Google Analytics

Yoast SEO

Semrush

Ahrefs

LANGUAGES

English



PROFILE

Versatile content writer with 4+ years of experience across nonprofits, media, and startups. I craft content that drives action and conversions, producing blogs, articles, whitepapers, ad copy, email campaigns, and social posts while maintaining a consistent brand identity. I have strong CMS and SEO proficiency, using WordPress for content management and Yoast SEO, Semrush, and Ahrefs for keyword research, on-page optimization, and performance tracking.

EMPLOYMENT HISTORY

Content Strategist, Nuru International Kenya

Isibania

Jan 2024 — Dec 2024

- Developed blog content and press releases highlighting community-led development efforts.
- Turned research and monitoring data into clear stories for web, email, and media, and updated WordPress with fresh content to keep the brand voice consistent.
- Worked within cross-cultural teams to ensure messaging resonated with international stakeholders

Content Officer, Blue Economy Innovation Hub

Mombasa

Jan 2023 — Dec 2023

- Executed the communications strategy and produced multi-channel content (stories, press releases, op-eds, social copy) tailored to priority audiences.
- Increased brand visibility and engagement through curated campaigns and social media content.
- Monitored content performance and iterated messaging based on stakeholder feedback and platform analytics.

Content Writer, EducationWorld.com

Colchester, UK

Feb 2022 — Dec 2025

- Contributed articles on classroom management, student engagement, and practical edtech adoption for EducationWorld.com.
- Delivered actionable guides and checklists emphasizing student support and teacher-parent collaboration.
- Optimized content for search (keywords, internal links) and met tight editorial deadlines in collaboration with editors.

SEO Content Writer, International Business Times, UK

London, United Kingdom

Jul 2021 — Jan 2022

- Wrote digital content on business visibility and marketing strategy.
- Developed articles for entrepreneurs and startups on campaign tactics.
- Aligned content with SEO best practices and publication standards.

EDUCATION

Bachelor of Business Information Technology, Technical University of Mombasa

Sept 2016 — Dec 2020