

Contact

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(Other)

Top Skills

Content Creation
Organic Search
Large Language Models (LLM)

Languages

English (Native or Bilingual)
Afrikaans (Full Professional)

Certifications

120-hour TEFL Course

Chanel Coetzee

AI Content Editor | SEO Strategist | Pet & Lifestyle Content Specialist
City of Cape Town, Western Cape, South Africa

Summary

Experienced Content Writer, Editor, and Blogger specializing in the animal and pet niche for 4+ years. I combine my passion for animals with expertise in SEO and content strategy to develop articles, blog posts, and website copy that ranks well and genuinely engages readers.

Skilled in researching complex topics – from pet health and behavior to wildlife conservation – and translating them into clear, accessible, and accurate content. Proficient in keyword research, on-page optimization, and creating content designed to drive organic traffic and reader loyalty.

Open to collaborating on freelance projects requiring high-quality, SEO-optimized content focused on animal care, pet health, veterinary topics, or wildlife. If you need a reliable writer who understands the nuances of the pet industry, please reach out!

Experience

Taco

Editor

July 2025 - Present (8 months)

United States

Edit and humanize AI-generated long-form content to align with client brand voice and authority standards

Strategically integrate SEO keywords and competitor gap analysis to improve organic ranking performance

Optimize content for LLM visibility and search engine discoverability

Ensure articles outrank competitors through structural refinement and semantic optimization

Freelance

Content Writer and Editor

March 2020 - Present (6 years)

South Africa

Developed, authored and edited 600+ engaging and informative blog posts and articles specifically focused on the animal and pet care niche, covering topics ranging from breed-specific care and behavior to nutrition and common health concerns.

Researched complex subjects within animal health and behavior to ensure accuracy and provide valuable insights for pet owners and enthusiasts.

Implemented on-page SEO best practices for all content, including strategic keyword integration, meta description optimization, and header tag structuring, to improve search engine visibility and drive organic traffic.

Crafted compelling website copy for pet-related businesses, aligning content with brand voice and marketing objectives.

Utilized content management systems like WordPress for formatting, publishing, and updating articles and web pages.

Collaborated effectively with clients to understand project requirements, target audience needs, and deliver content that met or exceeded expectations within deadlines.

Specialized in creating reader-friendly content that simplifies potentially complicated pet care information, fostering trust and engagement.

A-Z ANIMALS

Writer and Editor for A-Z-Animals.com

June 2022 - May 2024 (2 years)

Remote

Writing and editing SEO-Optimized encyclopedia-type articles about various animals.

Writing and editing SEO-optimized pet-related blog posts.

Soukop Property Group International

Real Estate Agent

August 2020 - January 2021 (6 months)

Bloubergstrand, Western Cape, South Africa

As a Real Estate Agent Intern at Soukop in Bloubergstrand, Cape Town, I gained hands-on experience in property sales, client management, and market analysis. My responsibilities included assisting with property viewings, conducting market research, and supporting clients through the buying and selling process. I developed strong communication and negotiation skills, contributing to successful property transactions and customer satisfaction. This internship provided a solid foundation in real estate operations and enhanced my ability to work effectively in a dynamic and client-focused environment.

Flight Centre Travel Group

Travel Specialist

November 2018 - June 2020 (1 year 8 months)

Cape Town, Western Cape, South Africa

Sales Copy

Product descriptions

Email

Sales

Customer Service

Administration

Strong computer literacy

Meeting targets

Daily running of the store

Answering phones

Working with a team

Cheetah Experience Ashia

Animal Care Technician and Volunteer Coordinator

June 2017 - September 2017 (4 months)

South Africa

Wrote content for their blog about my experience with the big cats

Oversaw 20+ volunteers

Assigned duties to volunteers daily

Managed Volunteer house

Created and cooked 5 week menu for volunteer's lunch

Cared for over 30 big cats (cheetahs, leopards and servals)

Tour guide

Administration

Enclosure maintenance

Animal enrichment

Sales and fundraising

ASPCA

Animal Care Technician

November 2016 - April 2017 (6 months)

New York, New York

Managing feeding and medicine schedules

Maintaining and cleaning kennels/pens

Performing light grooming duties such as washing, brushing, trimming coats, etc

Animal enrichment

Administer medication

Sticking to strict protocols (Use of PPE and sanitation)

Assisting with any related duties or special request as needed

Cheetah Experience

Animal Care Technician and Volunteer Coordinator

March 2009 - April 2014 (5 years 2 months)

Wrote content for their blog about my experience with the big cats

Oversaw 20+ volunteers

Assigned duties to volunteers daily

Managed volunteer house

Created and cooked 5-week menu for volunteer's lunch

Cared for over 30 big cats (cheetahs, leopards and servals)

Tour guide

Administration

Enclosure maintenance

Animal enrichment

Sales and fundraising

Education

Nelson Mandela Metropolitan University

Associates Bachelor's degree, Nature Conservation · (2008 - 2010)

Northern Cape High School

High School diploma · (2002 - 2006)