Isaac Mocha Gabriel

Senior SEO Copywriter & Front-Developer

✉ mochagabriel49@gmail.com

☎ 0703758975

📍 Mombasa, Mombasa

⚧ He/Him

Profile

Meticulous Copy Writer, Social Media Manager, and Front-End Developer with a robust 4-year track record in crafting well-structured drafts, refining content, and spearheading keyword research. Adept at managing a dynamic social media presence and curating engaging digital content.

Brings to the table a collaborative spirit, exceptional command of grammar, and a profound mastery of Microsoft Office Suite, social media platforms, and front-end technologies. Proficient in SEO optimization and digital marketing strategies, with a keen eye for user-centric design and interactive web elements.

Professional Experience

September 2020 – present

Upwork, Fivver, & (USA||UK),
SEO Copywriter, UI/UX Designer, & Front-End Developer

SEO Copywriter
- Purely handwritten content. No AI content plus 100% plagiarism free.
- 3-years of proven experience as a content writer in a B2B SaaS and technology-driven company
- Added keywords, Meta descriptions, and alt image tags to increase SEO presence.
- Created monthly Excel spreadsheets to manage client projects and deadlines.
- Familiarity with WordPress
- Created concise, eye-catching headlines and copy on blogs and research topics.
- Conducted extensive internet research to provide facts and statistics for articles and blogs.
- Collaborated with a team of writers and content marketing strategists to create copy promoting clients' SEO, sales, and thought-leadership goals.
- Created, edited, and optimized approximately 2000 pages of evergreen content to improve the SEO ranking for specific keywords.
- Conducted simple keyword research and used SEO guidelines to increase web traffic, increasing web traffic by 85%.
- Proofread and edited blog posts to prepare for publication.

Front-End Developer;
- Proficiency in Coding Languages i.e. HTML, CSS, and JavaScript. This are fundamental for creating and managing the front-end of websites and applications
- Familiarity with frameworks like React, Angular for enhancing development efficiency.
- Ability to create designs that work on various devices and screen sizes.

- Competence in testing code for usability and fixing bugs to improve performance.
- Ability to create designs that work on various devices and screen sizes.

December 2023
Kisumu, Kisumu

Mikayi Point Hotel, Social Media Manager

(Facebook, Instagram, X, and LinkedIn)

- Developed and implemented social media strategies to increase online presence and brand awareness.
- Managed content calendars for Facebook and Instagram, ensuring consistent and timely posts.
- Crafted engaging digital content tailored to the brand voice and audience preferences.
- Monitored social media metrics to refine strategies and increase engagement.

Laboratory Experience:
- Conducted experiments on the synthesis and characterization of novel organic compounds using various spectroscopic techniques, such as mass spectrometry, NMR spectroscopy, infrared spectroscopy, and Raman spectroscopy.
- Analyzed and interpreted data using software such as ChemDraw, MestReNova, and Origin.
- Prepared and presented reports and posters on the research findings at departmental seminars and regional conferences.
- Collaborated with other research students and faculty members from different disciplines, such as biology and physics.
- Laboratory Assistant, Department of Chemistry, Kwoyo High School, January 2022 - May 2022
- Assisted in the preparation and maintenance of laboratory equipment and materials for the analytical chemistry courses.
- Performed quality control tests on the reagents and solutions used in the experiments.
- Helped the students with the laboratory procedures and safety protocols.
- Graded the laboratory reports and provided feedback to the students.

Education

July 2017 – December 2022
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Bachelor of Science Industrial Chemisty, Pwani University
- Relevant Courses: Organic Chemistry I and II, Physical Chemistry I and II, Analytical Chemistry I and II, Instrumental Analysis, Spectroscopy, Biochemistry, Organic synthesis I and II, Calculus I and II, Bioinorganic Chemistry, Basic Metabolism I and II.

November 2020
Nairobi, Kenya

Certificate in Digital Marketing, Inceptor
- Principles of Digital Marketing: Understanding the fundamental principles and concepts that underlie effective digital marketing strategies.
- Search Engine Optimization (SEO): Exploring the world of SEO, including how search engines work, keyword research, on-page and off-page optimization, and the use of SEO-specific plugins.
- Search Engine Marketing (SEM): Delving into paid marketing with a focus on Google Ads (AdWords), including campaign setup, keyword management, ad extensions, and tracking.
- Social Media Marketing: Gaining insights into social media marketing on various platforms, such as Facebook, YouTube, Twitter, LinkedIn, and Instagram.

- Email Marketing: Learning about email marketing strategies, building subscriber lists, designing newsletters, and analyzing email campaign performance.
- Inbound Marketing: Exploring the concepts of inbound marketing, content marketing, and landing page design, along with strategies and tools for inbound marketing success.

October 2023

Nairobi, Kenya

Certificate in Front-End Web Development Programme, ALX Africa ⬀

Build Responsive Websites
- Advance my coding skills by learning Javascript and ReactJS to create more complex, responsive websites.

Skills

SEO Fundamentals
Understanding of SEO principles to optimize websites for search engines

Framework Expertise
Experience with front-end frameworks like React, and Angular to streamline development processes.

M.S. Office
Word, Excel, PowerPoint, Adobe Photoshop, Adobe, Publisher and Fortran.

Chemistry Software's
- Analyzed and interpreted data using software such as ChemDraw, MestReNova, and Origin.
- Conducted experiments on the synthesis and characterization of novel organic compounds using various spectroscopic techniques, such as mass spectrometry, NMR spectroscopy, infrared spectroscopy, and Raman spectroscopy.

Cross-Browser Compatibility
Ensuring consistent functionality across various web browsers.

Responsive and Adaptive Design
Ability to create web designs that adapt seamlessly to different devices and screen sizes.

Email Marketing
Email marketing strategies, building subscriber lists, designing newsletters, and analyzing email campaign performance.