




## • Contact

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# Humphrey

# Mugo

## Automotive Content Writer

Talented professional good multitasking, organizational and verbal and written communication skills. Expertise includes writing automotive content on topics diverse topics and for use in different media. Bringing four years of related experience.

## • Skills

SEO Writing

WordPress SEO

Microsoft Word

Microsoft Excel

Google Docs

News writing

Content Marketing

Creative Writing

Consistent brand messaging

Promotional marketing and advertising

Audience Analysis

Grammar mastery

Technical Writing

Keyword optimization

Content Curation

Creative capabilities

SEO knowledge

Strong Research Abilities

Tone and Language Variations

Work Planning and Prioritization

## • Work History

2019-01 -  
2020-03

### Lead Automotive Content Writer

JeepStoreUSA.com

- Generated invigorating social web content
- Coordinated mailings, marketing materials, and website content
- Assisted Content Marketing Associates with all administrative duties associated with web content
- Worked to assess completing the website's regarding content, look, and feel.

2020-02 -  
Current

### Freelance Automotive Content Writer

Upwork.com, Remote

- Developed unique content for various client sites to improve presence and brand awareness
- Generated invigorating social media content
- Specialized in SEO Web Content Writing in several niches
- Assisted Content Marketing Associates with all administrative duties associated with web content.

2021-02 -  
Current

### Automotive Content Writer

JDMbuysell.com, Remote

- Developed unique content for the Client's site to improve presence and brand awareness
- Remained up-to-date on the latest trends in the JDM car scene
- Recommended strategic JDM automotive

content ideas

- Utilized innovative thinking skills to produce fresh and interesting automotive content.

2023-11 -  
Current

## **Ghostwriter**

Exotic Car Trader, Remote

- Adapted writing styles to suit various target audiences, generating more effective communication results.
- Enhanced client satisfaction by delivering high-quality written automotive content tailored to their specific needs.
- Received recognition from clients for consistently surpassing expectations related to project quality and timeliness.
- Showcased versatility in writing across diverse automotive subjects.

2024-01 -  
Current

## **Ghostwriter**

Forbes, Remote

- Achieved high levels of client satisfaction by carefully listening to their ideas and incorporating feedback into revisions.
- Enhanced client satisfaction by delivering high-quality written content tailored to their specific needs.
- Contributed valuable insights during brainstorming sessions that ultimately enhanced the quality of final deliverables.
- Organized material to research and complete writing tasks.

2021-10 -  
2022-01

## **Contributing Writer**

CarKenya, Remote

- Diversified readership by exploring new subject areas and expanding coverage of underrepresented topics.
- Utilized search engine optimization techniques in article creation, resulting in higher search rankings for targeted keywords.
- Assisted fellow writers with proofreading tasks when needed, contributing to overall editorial quality control efforts.

- **References**

Available upon request.