

Nadira Bostic

SEO Content Strategist & Writer for SaaS Companies

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Philadelphia, PA, 19128

PROFESSIONAL EXPERIENCE

Nadira Bostic Copywriting, Jul 2020 – Present | Philadelphia, PA

Owner, SEO Copywriter, and SEO Content Strategist

- Develop SEO content strategies built on the Jobs-to-be-Done framework for employee engagement and business management SaaS companies.
- Perform SEO and conversion audits that identify visibility, credibility, user experience, and conversion gaps.
- Prior content writing clients include Zapier and HeyTaco.
- Generated \$1.47M in organic traffic value across SaaS SEO content portfolio.

Zapier, Freelance Writer Oct 2024 – Aug 2025

- Pitched articles for client's blog.
- Wrote and submitted article outlines for approval based on proposed article pitches.
- Wrote SEO-optimized content on topics including tech, accessibility, and productivity.
- Updated previously published content to strengthen relevance, add evidence based on personal experience, and apply E-E-A-T principles.

HeyTaco, Freelance SEO Content Writer Jul 2024

- Conducted competitive analyses and keyword research of client's SEO landscape to find content gaps and opportunities.
- Ghostwrote three SEO-optimized employee engagement articles for client's blog that highlighted the benefits of client's software features,

Swatch Digital, Freelance Writer Feb 2022 – May 2024

- Conducted market research on clients' products, services, and industries.
- Crafted SEO-friendly content for websites in the SaaS, child care, business management, and early childhood education niches to increase organic traffic.
- Edited and proofread content to confirm proper grammar, quality, and consistency with AP style.
- Sourced free stock images to support article content.
- Added alt text to stock images to increase accessibility, SEO optimization, readability, and reader experience.

20nine, Freelance Junior Copywriter Aug 2022 – Nov 2022

- Wrote copy for a Kickstarter landing page
- Wrote internal and external marketing posts for Facebook, Pinterest, Instagram, and LinkedIn.
- Wrote research-backed social media posts on various topics within the cannabis and home and garden industries.

20nine, Copywriting Intern Feb 2020 – Mar 2020 | Conshohocken, PA

- Researched clients' and competitors' marketing strategies and compiled a competitive analysis.
- Edited colleagues' draft copy to correct spelling and grammar and verify alignment with content guidelines.

EDUCATION

B.A. in Advertising – Copywriting, Temple University Aug 2015 – Dec 2019

SKILLS

- Copywriting
- Brand Strategy
- SEO Writing
- SEO Audits
- Keyword Research
- SEO Content Strategy
- Research
- Competitive Analysis