



# NAOMI OMORUYI

SEO Copywriter || Conversion -focused Content Strategist



Benin City, Edo state, Nigeria



writernaomiomoruyi@gmail.com



+2348162001861

## About Me

I'm an enthusiast of human-focused communication.

With 3 years experience in high-converting copywriting and content creation, I have gained an in-depth understanding of user intent, emotional triggers, and audience pain points. This mastery of human-centric content is the powerful foundation I use to create pages that rank, convert, and build lasting customer trust.

My focus is simple: I get people to read your content.

## Experience

### SEO Content Strategist and Writer

Mediabare

March 2025 till September 2025

- Strategized and executed the complete content marketing plan, driving brand growth through a results-focused SEO approach.
- Managed the blog planning and SEO research process, writing content that ranked on Google's coveted first page.
- Created high-impact video scripts for ad campaigns that directly contributed to a 33% increase in client sales.
- Produced engaging, platform-specific content for all major social channels, including Instagram, TikTok, and Telegram.
- Successfully boosted both organic traffic (visibility) and measurable sales (revenue) through integrated SEO strategies.

### Marketing and Branding intern

Cellular Growth Limited

January 2024 till October 2024

- Created compelling website copy, blog posts, social media content, and email campaigns, alongside essential marketing collateral like brochures and presentations.
- Developed and implemented social campaigns to drive brand awareness and engagement, analyzing their performance, and building relationships with media and influencers.
- Conducted market research and competitive analysis to identify opportunities, monitoring and analyzing marketing data to report on campaign performance, and contributing to overall business development strategies.
- Maintained brand guidelines and providing direct marketing materials and presentation support to the sales team.

**Digital Marketing Intern**  
**Cellular Academy**  
**October 2023 - October 2024**

- Developed and deployed content marketing strategies to improve organic search traffic.
- Optimized website content and images to improve search engine rankings.
- Collaborated with designers, copywriters and developers, creating effective search marketing campaigns.

**Freelance Content Writer**  
**Cactus Publishing**  
**January 2022-April 2023**

- Used Microsoft Word, Google Docs to store and share created documents.
- Conducted extensive internet research to provide facts and statistics for E-books.
- Thorough editing and proofreading twice prior to submission.
- Repurposed and optimized existing content for use in different mediums.

**Creative Content Writer**  
**Grace Edge Ministries**  
**September 2021 till December 2022**

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free blog content.

**Article Writer**  
**ChurchTimes Paper Nigeria**  
**July 2017- November 2019**

- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.

Education

**University of Benin (UNIBEN)**  
Bachelor of Science, (B.Sc.) Environmental Management and Toxicology  
January 2018 - September 2023

Skills

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| • Active Listening                 | • Notion                             |
| • Interpersonal Communication      | • Google Workspace and Google Sheets |
| • Problem-Solving                  | • SEMrush                            |
| • Organization and Time Management | • Ahrefs                             |
| • Technical Writing                | • Screaming Frog                     |
| • Creative writing                 | • Google Console                     |
| • Editing                          | • Google Analytics                   |