



Modupe Taiwo

SEO CONTENT WRITER

I write and optimize high-impact content that drives organic traffic and boosts search engine rankings.

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PROFILE

I'm a results-oriented SEO content writer that crafts engaging content that ranks high in search engines and resonates with target audiences.

I possess a unique blend of SEO expertise, exceptional writing skills, and a keen understanding of user intent.

WORK EXPERIENCE

SEO Content Writer

January - Till Date

Digital Marketing

Skill Institute

Freelance

- Conduct keyword research to identify high-volume, low-competition keywords
- Conduct blog topic/title research using the Skycraper technique
- Perform On-page Optimization for blog posts
- Write blog post to match search intent
- Create and optimize stunning graphics for blog post
- Edit and proofread blog posts to ensure it is error free, headings and subheadings flows well within the post and the subject matter is treated well for the search intent.

Freelance Writer /

Editor

March 2022 - till

Date

- Ghostwriting for interested clients
- Ensure a manuscript or copy is free of grammar and spelling errors
- Rewrite portions of manuscript or copy where necessary
- Ensure the author's voice and style are maintained in copy
- Proofreading of edited manuscripts
- Check dates and facts in written materials
- Remove superfluous words and sentences in copy
- Conduct research to aid in writing copy
- Check the flow of thought in written copy

Copywriter
WebsiteChic
Sept. 2021 - Feb. 2022

- Wrote social media posts for the company's two social media accounts every week
- Increased clients sales by 20% through email marketing copy
- Assisted clients during their webinars and online trainings

Rewriting & Editing
TGC Network
Sept. 2020 - Mar. 2021

- Created two books from transcribed sermons and teachings
- Collated transcribed notes into themes and topics
- Rewrote portions of teachings and sermons
- Ensured author's voice and style are maintained in books
- Edited manuscript

EDUCATION HISTORY

Certificate in Social Media Management
Digital Marketing Skill Institute | 2023

Certificate in Creative Writing
Creative Writing Workshop
ChristianMonthlyLib | 2013

Higher National Diploma (HND)
Agriculture Management and Extension
Lagos State Polytechnic | 2003

IT SKILLS

Website Development: with Content Management System

- Wordpress

Social Media Management:

- Facebook
- Instagram
- Facebook /Instagram Advert

Graphics Creation

- Canva

Email Marketing

- Mailchimp

SEO Tools

- Google Keyword Planner
- UberSuggest
- Yoast SEO