



Anuoluwa Soneye

SEO Content Writer | SEO Copywriter | Content Marketer | UX Writer | Creative Writer



Profile

I help SaaS, B2B and B2C businesses educate and convert their target audience to customers using valuable and engaging content.



Employment History

English Editor – Deluxe Localization (Sfera Studios) – United States

Contract - Remote

April 2024 – May 2024

- I formatted, edited and proofread English subtitles for audio and grammatical accuracy for major Hollywood studios.
- I performed audio fidelity quality checks (ensuring subtitles match the audio).
- I localised language and spelling for British and U.S. English releases.
- I edited DHI files as per the set quality and quantity benchmarks on the team.

Brand Storyteller & Content Strategist – Earna – United States

Fulltime - Remote

December 2023 – Present

- I created and distributed engaging email newsletters using Mailchimp, to over 500 subscribers, achieving above 32% open rates.
- I developed social media content strategies and wrote copy for Instagram and Twitter that increased follower growth by 20%
- I curated a digital skills e-library with resources and guides for digital workers.

UX Writer – Cognitive Labs – United Kingdom

Contract - Remote

August 2023 – February 2023

- I wrote UX copies and microcopy for the Paycurra landing page and Marketplace web/mobile apps to optimize user experience.
- I created content to funnel users through their customer journey using Dynamics 365 and Pipedrive.
- I produced how-to documentations and social media content for the Paycurra and Marketplace apps.

Details

Email Address

soneyeanu@yahoo.com

Mobile Number

+2347063538280

Toolkit

Microsoft Word Pro (2021)

Google Docs & Google Sheet

Grammarly | Copyscapes | Hemmingway Editor

SEMrush

ChatGPT & Copy AI & Storytell.ai

Google Meet | Microsoft Teams | Slack | Discord

Basecamp 3 | Asana | Jira

Canva | Figma

MailChimp | Customer.io | Pipedrive

Creative Copywriter – NAVI Africa – Lagos, Nigeria

Fulltime - Hybrid

October 2022- February 2024

- Managed brand journal content using WordPress.
- Created blog articles, and tailored to the Lagos hospitality industry.
- I Wrote LinkedIn articles, Instagram captions, and newsletters for high-value clients like Eric Kayser NG and Bature Brewery.
- I wrote the script for video ads.

H2H Content Marketer – Telebu Communications – Hyderabad, India

Fulltime - Remote

October 2022- May 2023

- I wrote 20+ TOFU and BOFU blog articles, how-to guides, and case studies, to attract and nurture potential customers.
- I researched industry trends to develop relevant, customer-centric content that generated 5K+ organic monthly visitors.
- Wrote 5+ expert outreach articles targeted to industry influencers to boost domain authority.

SEO Content Writer at Kidadl, Richmond Upon Thames, United Kingdom

Contract -Remote

June 2021 - November 2022

- I researched industry trends and consumer search patterns to develop relevant, SEO-optimized articles, quotes articles, fandoms, and parent guides that ranked on high-traffic keywords
- I employed proven SEO best practices including crafting meta titles and descriptions, optimizing image file names/alt text, interlinking internal content, and leveraging LSI keywords.
- I performed keyword research and created content targeting keyword opportunities with high search volumes.



Education

Undergraduate Studies

- Bachelor of Arts, English Language (Graduated in 2019)
Obafemi Awolowo University, Nigeria

Postgraduate Studies

- Master in Arts, English Language (Graduated in 2023)
University of Lagos, Nigeria

Links

[Linkedin](#)

[Instagram](#)

Languages

English

Yoruba

Yoruba

Hard Skills

Content /copywriting (4 years)

Editing and Proofreading (4 years)

Creative Writing (6 years)

Soft Skills

Critical thinking and Problem Solving

Analytical Skills

Design Skills

Communication Skills (Written and Verbal)

Listening Skills

Good team player

Ability to Accept and Learn from Criticism

Friendliness

Hobbies

Online gaming, piano playing, table tennis, teaching, researching



Extra-curricular activities

Volunteer, Media team, Camp Adventure Africa

December 2022- Present

I serve as a storyteller. My tasks include:

- Writing captions for social media
- Writing social media copies to inform the target audience of our quarterly outreaches.
- Write short-form copies to inspire people to donate.



Certification

Content Marketing Certification

- Content Marketing – HubSpot Academy
April 2023 – May 2025
- ENG 210: Technical Writing – Saylor Academy
August 2023-
- Content Marketing Basics – Great Learning
August 2023-

Creative Writing Certification

- Certification of Contribution, co-author of Songs of Peace, The League of Poets (2020)
- Excellence award: Exceptional entry in the Nigerian Students Poetry Prize (PIN) (July 2019)
- Winner, Brigitte Poirson Poetry Contest 2019, WRR Publisher (September 2019)
- Runner up, Brigitte Poirson Poetry Contest 2018, WRR Publisher (September 2018)
- Certificate for Outstanding Essay and Solution Proposition by the 234 Project (July 2016)



National Recognition

- Shortlist, Nigerian News Direct Poetry Prize (NNDPP) (March 2021)
- 2nd Place (Adult category), The Dawn Project Poetry Prize (September 2021)
- 1st Place, Collins Elesiro Literary Prize (Itanile Mag) (December 2020)
- 3rd Place (Adult category), Wole Soyinka International Cultural Exchange (WSICE) Independence Day Essay Contest (October 2020)
- Shortlist, Punocracy Prize for Satire (August 2020)
- 1st Place, Brigitte Poirson Poetry Prize (BPPC), Authorpedia (WRR) (September 2019)
- Shortlist, Eriata Oribhabor Poetry Contest (EOPP) (October 2019)
- 4th Place, The Nigerian Students Poetry Prize (PIN) (July 2019)
- Runner Up, Brigitte Poirson Poetry Prize (BPPC), Authorpedia (WRR) (September 2018)
- Honorable Mention, Award for Outstanding Essay and Solution Proposition by the 234 Project (July 2016)

International Recognitions

- 1st place, Revive Poetry Contest, Qommunity, and Cultured AF (New Haven, USA) (May 2022)
- Finalist, Wick Poetry Centre Contest, Kent University, USA (February 2020)

Publications



[My Portfolio](#)