

# BRENDAH AWUOR

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## SUMMARY

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- Results-driven content writer with 5+ years of experience in crafting compelling and SEO-optimized content across various niches.
- Expert in conducting thorough internet research, developing data-driven content strategies, and producing high-quality blog posts, web pages, and landing pages.
- Proven track record of increasing organic traffic and enhancing user engagement.
- Strong ability to adapt writing style to diverse audiences and industries, with a keen eye for detail and a commitment to impactful content delivery.

## EDUCATION

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**ALX AFRICA, KE – E-Learning Providers - (Online)**

**June 2024 - September 2024**

Virtual Assistant Course

**University of Nairobi - Nairobi, Kenya**

**September 2015 – December 2021**

BA, Literature & Psychology

## WORK EXPERIENCE

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**Internet Researcher and Content Writer**

**January 2024 - June 2024**

**Vitalis Writing Clinic -Nairobi, Kenya**

- Increased content accuracy and relevancy by 30% through research for over 30 articles per month.
- Boosted organic traffic by 25% over the past months by writing and optimizing 100+ web pages and blog posts.
- Enhanced reader engagement by 15% and improved average time on page by 10%, contributing to a 20% rise in lead generation through content-driven campaigns.
- Developed content strategies that increase reader engagement by 15% and improved average time on page by 10%.
- Collaborated with the client's marketing teams to implement content-driven campaigns, leading to a 20% rise in lead generation.

**Lead SEO Content Writer**

**July 2022 - Jan 2024**

**Words to Blogs – Nairobi, Kenya**

- Optimized over 1,500 articles, with 1,350 ranking in the top three positions on Google search results.
- Achieved a 95% client satisfaction rate for content quality and relevance, contributing to a 50% increase in lead generation.
- Implemented keyword strategies resulting in a 40% year-over-year increase in organic search traffic and a 25% boost in customer engagement metrics.
- Spearheaded content initiatives that contributed to a 50% rise in lead generation and a 25% improvement in customer engagement metrics.
- Handled the final proofreading and editing to ensure the client got top-quality business content.

**Senior Content Writer and Copywriter**

**August 2021 - May 2022**

**Diana Opiyo Co. - Nairobi**

- Maintained a 95% client retention rate, securing long-term contracts and repeat business.
- Created and optimized over 1,000 articles, achieving a 90% success rate in high Google rankings and a 50% increase in organic traffic within six months.

- Boosted website conversions by 30% and organic traffic by 45% through targeted SEO strategies and high-quality content creation.
- Collaborated with cross-functional teams to align content initiatives, contributing to a 30% boost in website conversions.
- Performed keyword and internet research and optimized content, improving click-through rates.

## SKILLS

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|                              |                    |                                 |
|------------------------------|--------------------|---------------------------------|
| Internet Research            | · Content Strategy | · Data Entry                    |
| SEO Content Writing          | · Keyword Research | · Time Management               |
| Ghostwriting                 | · Copywriting      | · Writing for Different Formats |
| Copyediting and Proofreading | · Data Analysis    | · Collaboration Skills          |
| Adaptability                 | · Work Management  | · Team Management               |

## INTERESTS

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|                               |                              |                       |
|-------------------------------|------------------------------|-----------------------|
| Content Creation and Blogging | · Business Trends and Models | · Continuous Learning |
| SEO and Digital Marketing     | · Generative AI              |                       |