

Andrew Ekuwem

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Tech Writer & Automotive Journalist | 1M+ Reads

SEO content strategist and technical writer with 1M+ reader reach across How-To Geek, SlashGear, Techopedia, and SimStaff. Combines SEO copywriting and keyword-informed content planning with data-driven performance tracking (GA4, Search Console) to turn complex technical subjects into high-traffic, reader-friendly content. Experienced across editorial pitching, CMS workflows, and cross-team collaboration in fast-turnaround freelance environments.

PROFESSIONAL SKILLS

- **SEO & Content Strategy:** SEO Content Strategy, Keyword Research, On-Page SEO, SEO Copywriting, Content Planning, Editorial Calendar Management
- **Content & Editorial:** Long-Form Content, Copy Editing, Fact-Checking, AP Style, Brand Voice, Content Auditing
- **Tools & Platforms:** Google Analytics (GA4), Google Search Console, WordPress, Custom CMS, Google Workspace, Trello, Slack.
- **Collaboration:** Cross-Functional Collaboration, Editorial Guidelines, Stakeholder Communication, Deadline Management

WORK EXPERIENCE

SimStaff — London, England,

December 2024 – Present

Content Writer (Freelance)

- Partnered with the founder to define the editorial direction and content roadmap, targeting a specialized automotive readership with focus on vehicle physics and racing simulators.
- Produced extensive blog posts via custom CMS, ensuring search engine optimization and rapid delivery while adhering to internal quality standards.
- Deconstructed intricate mechanical and software concepts into accessible, narrative-driven guides that prioritize the user experience and technical precision.
- Utilized AP Style and organic search optimization techniques to enhance the visibility and clarity of articles for a niche demographic.

Techopedia — Panama City, Panama

July 2024 – December 2024

Technology Writer (Freelance)

- Created high-impact, search-optimized tutorials and deep-dives on digital security and consumer electronics, distilling complex protocols into practical user instructions.
- Established subject matter expertise in privacy and investigative technology by producing standout articles on mobile safety and data-driven lookup tools.

- Provided versatile technical coverage for B2B and B2C segments, adapting content strategy to satisfy diverse reader expectations and platform requirements.

SlashGear - Indianapolis, Indiana,

February 2024 – Present

Freelance Technical Writer (Remote)

- Authored 30+ SEO-driven articles spanning consumer tech, EVs, automotive, and AI; tracked performance in GA4 and Search Console to identify high-traffic topics and inform future pitches, contributing to 1M+ total reader reach across bylines.
- Pitched timely, evergreen, and trend-based content in collaboration with editors, aligning topic selection with site strategy and search demand.
- Delivered reader-focused guides including "11 Of The Most Reliable Electric Vehicles On The Market In 2025" that simplify technical decisions for a broad consumer audience.

How-To Geek - Freelance

September 2023 – December 2024

Technology Features Writer

- Published 14+ feature articles and practical guides focused on Apple products, macOS, iOS, Windows, and general tech troubleshooting.
- Simplified complex tech for everyday users, transforming intricate technical procedures into clear, step-by-step tutorials that helped readers troubleshoot and enhance their digital experience.
- Demonstrated versatility across platforms, covering both Apple and Windows ecosystems, and producing diverse content types—from quick how-to notes to thoughtful opinion pieces.
- Engaged a tech-curious audience by blending technical accuracy with conversational, approachable language, boosting reader trust and loyalty.
- Collaborated with editors to pitch and refine articles that aligned with How-To Geek's audience needs and editorial standards.

EDUCATION

University of Lagos - Lagos, Nigeria

B.Sc. Business Administration | 2019 - 2023