

PROFILE SUMMARY

Technical Content Writer with 3+ years of experience in the tech industry. Proven ability to research, write, and edit a wide range of content with expertise in SEO, keyword optimization, and content marketing. Strong background in leveraging business and consumer trends to enhance brand strategies, drive awareness, and improve market position. Proficient with cloud-based systems and digital tools to meet objectives. Seeking copywriting, content writing, and digital marketing roles.

COMPETENCIES

- Content Development
- Search Engine Optimization (SEO)
- Editing/Proofreading
- Team Collaboration
- Subject Matter Research
- Copywriting
- Trend and Market Analysis
- Problem Solving
- Keyword Optimization
- Project Coordination
- Brand Storytelling
- Creativity/Innovation

KEY CAREER ACHIEVEMENTS

- Published over 400 articles, ranking high on Google, resulting in increased site visibility and supporting successful marketing campaigns.
- Achieved a 50% increase in traffic through video copy production and improved digital SEO content for websites and social media platforms: <https://www.testgorilla.com>, <https://careerkarma.com>
- Boosted brand awareness by 40% using expertise in research, keyword optimization, brand storytelling, and content marketing: <https://brightlio.com>
- Contributed to a 400% increase in Test Gorilla's demo trial sign-ups through collaborative content creation efforts.
- Authored a No. 1 ranking article for Test Gorilla on Google since 2022, showcasing expertise in SEO and content strategy.

WORK EXPERIENCE

- Technical Content Writer | Vervoe** Feb 2024 – Present

 - Develop and execute content marketing campaigns, leveraging expert SEO knowledge.
 - Produce high-quality blog posts, whitepapers, and case studies to drive traffic and engagement.
 - Analyze content performance metrics to refine strategies and improve ROI.
- Technical Content Writer | PrivacySavvy** Feb 2023 – Jan 2024

 - Conducted in-depth research to deliver high-quality, engaging content within deadlines.
 - Optimized content by incorporating strong keywords for high search engine rankings.
 - Developed content strategies that led to a 35% increase in organic traffic.
 - Created comprehensive guides and articles on privacy and cybersecurity topics, enhancing user engagement and trust.
- Freelance Work and Career Writer | MakeUseOf (MUO)** May 2022 – Jan 2023

 - Researched daily on trending tech-related work and career topics with global impact.
 - Produced unique and SEO-optimized content, adhering to formatting guidelines for the MUO content page.
 - Improved SEO rankings for targeted keywords and consistently met tight deadlines to enhance the retention rate.
- Content Writer | Test Gorilla** May 2022 – Apr 2023

 - Spearheaded content marketing campaigns that drove significant improvement in brand awareness, site views, and page clicks.
 - Prepared high-quality YouTube and email copies.
 - Monitored digital landscape trends and key players, leveraging opportunities for enhanced brand visibility.
 - Authored a No. 1 ranking article on Google, driving significant organic traffic.
- Content Writer | Career Karma** Oct 2021 – Apr 2022

 - Conducted keyword and target audience research for Google Ads, integrating client feedback into the workflow.
 - Analyzed social media data to evaluate website traffic, providing actionable insights and recommendations to management.
 - Improved SEO rankings for targeted keywords, consistently meeting tight deadlines to boost retention rates.

EDUCATION

University of Lagos, Nigeria	2018 - 2022	Darden School of Business (Coursera)	2023
B.Sc Economics		Certification in Marketing Analytics	

TECHNICAL SKILLS

- Copyleaks
- Canva
- SEO Surfer
- Grammarly
- Copyscape
- Frase
- WordPress
- Google Analytics