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Adetayo Sogbesan

EXPERT CONTENT WRITER | SEO SPECIALIST

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SUMMARY

I'm a Tech and iGaming Content Writer with over five years of experience, and I love what I do. As a Top Rated Plus freelancer on Upwork, which puts me in the top 3%, I focus on creating clear, engaging, and genuinely helpful content. I've worked with some fantastic names in iGaming, like BetMGM, Playfina, NeoSurf, and Wazamba, and even teamed up with Growthleads, an agency specializing in iGaming content.

In the tech world, I've written for well-known brands like MakeUseOf, Electronic Inc., and Brighlio, covering everything from tech trends to everyday consumer advice. My goal is always to make complex ideas feel accessible, whether I'm breaking down casino guides or exploring the latest gadgets. I mix SEO strategy with a human touch because content should feel natural and never robotic.

EDUCATION

Bachelor of Science – Nursing

September 2021 – August 2023

NIPISSING UNIVERSITY, NORTH BAY, ON, CANADA

Bachelor of Science (Honours) – Biology

September 2017 – April 2021

MCMASTER UNIVERSITY, HAMILTON, ONTARIO, CANADA.

WORK EXPERIENCE

Top Rated Plus iGaming Content Writer | Upwork, United States December 2020 – Present

- Develop engaging, well-researched content tailored for iGaming audiences, including casino guides, sports betting insights, and industry trends, focusing on accuracy and audience connection.

- Utilize SEO best practices to enhance visibility and drive traffic, applying keyword research and content optimization to ensure relevance and reach.
- Write straightforward, conversational content that appeals to newcomers and industry insiders, always aiming to inform, engage, and inspire trust in the iGaming sector.

Staff Writer (iGaming) | Growthleads, Malta, December 2022 – September 2024

- Conduct in-depth reviews of gambling websites and slot games, providing players with honest insights and helpful recommendations.
- Write detailed “how-to” guides covering all aspects of iGaming, helping new and experienced players confidently navigate the online gaming world.
- Develop engaging, informative blog posts on various iGaming topics, ensuring content is SEO-friendly and highly relevant to readers’ interests.

Technical Writer | Brightlio, Culver City, United States December 2022 – September 2023

- Conducted end-to-end content creation, covering topics ranging from top-of-the-funnel informative content to bottom-of-the-funnel sales-oriented content.
- Researched and developed engaging and informative articles on the tech industry, including data centers and the colocation sector.
- Leveraged these articles as a strategic point of contact to effectively promote and sell client colocation services.

Content Writer | Talent Inc, United States June 2022 – September 2023

- Reworked professional documents (resumes, cover letters, thank you letters) to nail job targets across various industries.
- Composed ATS-compliant professional documents by ensuring strategic document design and industry-specific keyword placement.
- Provided consultation and resume writing services for clients who wished to change job roles/industries.
- Optimized LinkedIn profiles.

SaaS Writer | Electronic Inc, United States November 2021 – September 2023

- Wrote articles on Tech and SaaS topics following detailed guides and briefs.
- Utilized effective writing techniques to produce engaging and informative content.
- Seamlessly integrated keywords into content to improve search engine visibility.
- Regularly updated and refreshed articles on the website to ensure accuracy and relevance.

Staff Writer | MakeUseOf, Quebec, Canada 2022 – September 2023

- Contributed high-performing articles to the Windows vertical.
- Developed ideas into pitches for senior editors to approve.

- Implemented SEO principles to develop original web content that enlightened and informed readers.
- Generated various articles that appeared on the first and second pages of Google.
- Published content that gathered thousands of views (organic traffic

Content Writer | Zenfolio, Inc., California, United States August 2020 - June 2022

- Collaborate with a cross-functional team of content writers, editors, and optimizers to complete tasks on the content calendar.
- Implement SEO principles and client style guidelines to develop original, engaging, high-ranking content that generates organic traffic, boosts domain authority, and executes brand strategy.
- Generated cluster content that ranked on Google's first page.
- Utilize a suite of productivity tools such as Airtable, CopyLeaks, Grammarly, and Keywords Everywhere to generate compelling lifestyle articles.