

KEISHA SINGLETON

Editorial Manager

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Buderim

PROFESSIONAL SUMMARY

Dynamic Senior Editor with a proven track record at Whop, growing blog traffic by 1000% and expanding a content team significantly. Knowledgeable in on-page SEO and adept in management, I excel in strategizing content that captivates. My background includes crafting engaging learning guides for Ledger, showcasing my ability to merge technical proficiency with creative leadership.

SKILLS

Content Writing

SEO

Editing

Management

Computer Literacy

Digital publishing

Project management

Content strategy development

EXPERIENCE

SENIOR EDITOR (MANAGERIAL)

Whop, September 2023–Present

- Building a team of content writers, from 3 writers to 25 writers, 2 agencies, and 3 sub-editors.
- Growing organic blog traffic from an average of 14,000 views per week to 140,000 views.
- Working closely with content creators, founders, CEO and external PR team to create and deliver campaigns.
- Providing leadership by setting clear expectations for performance standards.
- Implementing strategies to improve workflow efficiency within the team.

SEO CONTENT WRITER

Ledger, March 2023–March 2024

- Worked for the largest crypto-security brand to create learning guides.
- Presented complex information on blockchain and Web3 trends in an engaging way.
- Adhered to strict SEO guidelines.

BLOG WRITER

Bonfire XYZ, October 2022–January 2024

- Created case studies as blogs, featuring industry professionals and highlighting how they use Bonfire's tools for their brand.
- Worked from recorded interviews to identify relevant angles for case studies.

CONTENT MANAGER & EDITOR

NFT Evening, August 2022–October 2023

- Assigned daily news content: included discovering news from various sources, creating compelling titles, and assigning to writers.
- Hired, onboarded, and trained a team of 8 writers
- Edited the daily news articles to meet SEO markers, providing feedback and training resources to the writing team.
- Created long-form guides and style guides.
- Acted as contact for all PR agencies and representatives.
- Produced the daily newsletter for 32,000 subscribers.
- Created structures for evergreen content.
- Monthly content and SEO reports, including extensive keyword research.
- Creation of PR and OneSheets for internal and external comms.

EDUCATION

DIPLOMA IN APPLIED BLOCKCHAIN

TAFE, January 2025

BACHELOR OF ARTS (B.A.) IN ENGLISH AND THEATRE, London

Goldsmiths, University of London, 2011

REFERENCES

JEM CONLON : JEM.CONLON@GMAIL.COM Ledger

Academy

Editorial Manager