

EMEDO ASHIBEZE DESTINY

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PROFILE SUMMARY

Detail-oriented **Content Editor and Writer with over 7 years of experience** in crafting, refining, and optimizing high-quality content across diverse industries, including business, entertainment, technology, and marketing. Adept at transforming complex ideas into clear, engaging, and impactful narratives, ensuring accuracy, coherence, and audience engagement. With a proven track record of increasing readership, optimizing content for SEO performance, and maintaining editorial excellence, I thrive in fast-paced digital environments where precision and creativity intersect. Skilled in collaborating with writers, designers, and SEO strategists to develop compelling, data-driven content that aligns with audience interests and industry trends.

CORE COMPETENCIES

Technical Tools: Google Analytics | SEMrush | WordPress | Microsoft Office Suite | Grammarly | Slack | Ahrefs

Skills: Content Editing | Content Strategy & Development | Fact-Checking & Research | Keyword Research & Implementation | Search Engine Optimization (SEO) | Traffic & Audience Growth Strategies | Storytelling | News & Feature Writing | Evergreen Content Creation | Project Management | Strategic Thinking | Trend & Market Analysis

CAREER HIGHLIGHTS

- **Increased Readership by 40%:** Successfully boosted the readership of the *Bloodline System* Web Novel Series by 40% within six months, overseeing the editing of over 800 chapters from 2019 to 2022.
- **Authored and Edited over 7,000 Articles:** Contributed to Valnet Inc., editing and writing over 7,000 articles in high-demand niches like anime, movies, and gaming, consistently delivering content that achieved more than one million page views.
- **SEO & Content Optimization Expertise:** Enhanced organic search visibility by implementing advanced SEO techniques that drove significant traffic to evergreen articles and news content, helping achieve consistent rankings on top search engines.
- **Content Performance Leadership:** Maintained an average of 10,000 views per article across multiple platforms, demonstrating my ability to produce content that consistently resonates with large, diverse audiences.
- **Successful Collaborations with Global Publishers:** Worked closely with major players like Indeed and SkyPublishers, delivering high-quality content in the business and marketing sectors that attracted substantial web traffic.
- **Game-Changing Content Strategy:** Played a pivotal role in developing comprehensive gaming guides, walkthroughs, and tech articles, helping solidify Gamerant's reputation as a trusted authority in the gaming and tech community.
- **Database Management & Accuracy:** Spearheaded the meticulous management and updating of game-related databases at Gamerant, ensuring accuracy and consistency while aligning data with SEO strategies to boost traffic and discoverability.

PROFESSIONAL EXPERIENCE

Database Editor & Contributor - Valnet

September 2024 – April 2025

- Managed and updated a database of 500+ game entries, ensuring 100% accuracy and consistency for over 3 million monthly users.
- Applied SEO-driven content structuring, increasing page discoverability by 20% and improving search rankings for game-related queries.
- Streamlined database update processes in collaboration with developers and marketing teams, reducing content turnaround time by 40%.
- Regularly updated game metadata, patches, and DLC details, achieving 99% real-time accuracy across all

database entries.

- Monitored gaming industry trends to keep database information current, enhancing user engagement and retention rates.

Evergreen Editor - Gamerant

June 2022 – March 2025

- Curated and edited over 1,500 evergreen articles, ensuring accuracy, readability, and engagement while maintaining an average content performance increase of 30% in search rankings.
- Implemented SEO best practices, leading to a 25% increase in organic traffic for evergreen content within the first six months of optimization.
- Collaborated with a team of 50+ writers and freelancers to develop high-traffic articles, contributing to over 2 million cumulative page views.
- Conducted monthly content audits, identifying and updating underperforming articles, leading to a 15% improvement in audience retention rates.
- Maintained editorial consistency and brand voice, ensuring a 98% approval rate from senior editors and content managers.

Tech & Gaming Guides Writer - Gamerant

August 2022 – June 2023

- Authored 200+ in-depth gaming guides and walkthroughs, accumulating 500,000+ page views within the first year.
- Conducted extensive industry research, ensuring 90% of published guides ranked on Google's first page for key gaming search queries.
- Translated complex game mechanics and technical details into clear, user-friendly content, improving audience comprehension and reducing bounce rates by 15%.
- Maintained editorial consistency and adherence to style guides, achieving a 99% acceptance rate with minimal revisions.
- Collaborated with game developers and community managers, ensuring guides remained accurate and up to date with game updates and patches.

News Writer & Features Writer - Gamerant

March 2020 – May 2023

- Produced 1,200+ high-impact news and feature articles, amassing 5 million+ total page views across entertainment, anime, and gaming content.
- Created engaging listicles and analytical deep-dives, maintaining an average of 50,000 views per article, with some exceeding 100,000+ reads.
- Optimized content with strategic image placement, keyword research, and compelling headlines, increasing reader engagement by 20%.
- Met 98% of publishing deadlines, ensuring timely and consistent delivery of high-quality content across multiple platforms.
- Worked closely with SEO strategists and editors, refining content strategies that improved audience retention and organic reach.

Content writer- Upwork, Freelance

October 2018 – 2020

- Wrote and edited 300+ SEO-optimized articles, driving over 1 million organic page views across various online platforms.
- Conducted data-backed research and competitive analysis, increasing audience engagement by 35% through long-form content strategy.
- Maintained a 95% client satisfaction rate, leading to repeat contracts and long-term collaborations with multiple brands.
- Delivered well-researched and persuasive content tailored to business, marketing, technology, and entertainment sectors.
- Applied SEO best practices, helping clients improve their search engine rankings and digital visibility.

EDUCATION

Bachelor of Laws (LL.B) - University of Lagos, Nigeria

INTERESTS

Reading | Networking | Research| Volunteering.