

YOLANDA TREE

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ABOUT ME

I'm a **freelance content writer & strategist** helping brands simplify complex ideas and turn them into **SEO-driven, compliance-ready content** that gets results.

From fintech to SaaS, eCommerce, and health, I specialise in creating content that informs, engages, and consistently ranks. My work not only **drives traffic** but also builds **trust and authority** for my clients.

WHAT I DO

- **Content Writing** → Blogs, landing pages, product copy, email campaigns, case studies
 - **SEO Strategy** → Keyword research, content audits, long-term ranking strategies
 - **Thought Leadership** → Articles, LinkedIn Pulse, investigative commentary
 - **Content Management** → Editorial calendars, messaging consistency, multi-platform publishing
 - **Consulting** → Brand positioning, operational efficiency, scalable content strategies
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SELECT RESULTS

- Organically grew a client's **LinkedIn followers by 23%** through strategic content planning and engagement, paving the way for significant growth.

- Implemented an SEO-driven blog strategy that increased a client's **website traffic by 41% in just 9 months**, demonstrating the long-term benefits of my approach.
 - Authored multiple blog posts in February 2025 that still rank in the **Top 5 on Google** and appear in **AI searches**, with one post remaining the **top traffic driver months later, showcasing the lasting impact of my work.**
 - Published **30+ articles across fintech, trading, wellness, and business strategy**
 - Regular contributor and **investigative commentator** for reputable online publications on fintech, AI, and financial markets
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TOOLS I USE

Notion | ClickUp | Jira | Slack | WordPress | Semrush | SurferSEO | Google Suite

CLIENTS & BRANDS

- **Fintech & Trading:** Autochartist, brokers, trading platforms
 - **Health & Wellness:** NutriRise, coaching brands
 - **SaaS & eCommerce:** Global startups and agencies
 - **Publications:** Featured in fintech and industry-leading blogs
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I partner with startups, agencies, and established brands to create content that performs effectively today and continues to deliver results months later. With a strong commitment to meeting deadlines, I ensure that your projects are delivered on time and to your satisfaction. If you're looking for a content writer and strategist who can help your brand stand out, let's connect.

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