

# ADEDAOPO ADEGBITE

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Lagos, Nigeria | Phone No: +234 915 264 7969

**LinkedIn:** [linkedin.com/in/adedapo-aegbrite](https://linkedin.com/in/adedapo-aegbrite) | **Email:** [aegbitedadedapo04@gmail.com](mailto:aegbitedadedapo04@gmail.com)

**Portfolio:** <https://adedapoaedegbrite.journoportfolio.com>

## SUMMARY

Creative and results-driven Content & Technical Writer with 5+ years of experience producing SEO-optimized, audience-focused content across multiple industries, including iGaming, health, food, finance & loans, and tech. Skilled in research, keyword integration, and brand storytelling that drives traffic and boosts engagement. Experienced in managing blogs, collaborating with editors, and using analytics to refine content strategies. Recognized for consistently meeting deadlines and maintaining a 98%+ client satisfaction rate across freelance projects.

## PROFESSIONAL EXPERIENCE

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### Various Clients, Worldwide — *Freelance Writer*

June 2021 — PRESENT

- Authored and optimized 100+ SEO-driven iGaming articles for leading gambling brands in Thailand, such as UFABET, GoatBet, and BuBu88. Utilized tools like SurferSEO, SEMrush, Ahrefs, and Detailed SEO plugin to curate these articles, driving organic traffic and ranking on the first page of SERPs.
- Crafted and structured casino reviews, how-to guides, and bonus comparisons for platforms including Melbet Somalia and CasinoBee, increasing click-through rates (CTR), reader engagement, and social shares.
- Collaborated with notable gaming brands such as N1 Casino, 7Slots, VD Casino, 21LuckyBet, and MyBettingMate to enhance content and boost organic traffic by 80+%.
- Researched and curated content for BetMGM (New Jersey), highlighting offers, licensing, and betting products.
- Delivered SEO content for a dental clinic in Turkey, covering procedures like teeth whitening and zygomatic implants.
- Wrote and streamlined listicles and long-form articles for comfortablefoods.com and draftmag.com, achieving a post that ranked #2 on Google SERP.
- Coordinated and implemented high-quality content using SurferSEO, Frase, NeuronWriter, Grammarly, and Google Keyword Planner.

### Kodobe Inc, UK — *Digital Media Executive & Content Writer*

November 2020– November 2021

- Increased organic blog traffic by 70% through strategic SEO content planning, creation, and optimization.

- Managed WordPress content workflows, ensuring adherence to brand voice and SEO guidelines.
- Led a remote content team of writers, editors, and social media managers to deliver high-performing digital content.
- Researched and evaluated blogs for high-quality link-building opportunities and developed outreach content that strengthened backlink profiles, improved domain authority, and boosted search rankings.
- Implemented content analytics to track engagement and improve keyword targeting and readability.

## EDUCATION

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### **University of Lagos, Nigeria** — *Bachelor of Pharmacy (Distinction)*

November 2018 – September 2025, AKOKA, LAGOS, NIGERIA.

Graduated with First-class honors; CGPA of 4.71.

## LICENSES & CERTIFICATION

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- HubSpot Content Marketing Certification from HubSpot Academy (Issued Aug 2023)
- HubSpot Inbound Marketing Certification from HubSpot Academy (Issued Sep 2023)
- Technical Writing Essentials Certification from Alison (Issued Oct 2025)
- Page SEO tactics for WordPress bloggers – Udemy  
(UC-50371926-2dec-4820-91a7-89ac0f596641)

## SKILLS

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- SEO Writing Keyword Research & Analysis	- SEO Tools
- Content Optimization (On-page SEO)	- Backlink Strategy Support
- Topic Clustering & Internal Linking	- Content Editing
- Content Strategy Development	- CMS Management (WordPress)
- Blog Management Analytics & Performance Tracking	- Link Building

## TOOLS

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- WordPress	- NeuronWriter	- Trello	- Google Docs
- SEOSurfer	- Grammarly	- Semrush	- Ahrefs
- Copyleaks			