Teddy Yoofi Biney

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Professional Summary

Creative and self-motivated writer with a background in sociology, music, education, and digital marketing. Experienced in crafting human-centred content across various platforms, including Medium, Substack, WordPress, Google Maps, and Jiji Ghana. Adept at storytelling, audience engagement, and content optimisation. Brings a global perspective rooted in African experiences, with a zeal for writing that educates, entertains, and resonates.

Core Skills

Communication and Interpersonal Skills

During my university education, my **written** and **verbal communication skills** improved through delivering presentations and interacting with individuals from diverse backgrounds. My role as a client attendant required strong interpersonal and negotiation skills to work successfully with a wide range of people with different support needs.

Content Writing and Editing

I have extensive knowledge in content and editing. I have published both short and long-form articles. I use Grammarly, QuillBot, and Apple Intelligence's Writing Tools for editing and proofreading. I fact-check my work to ensure every piece of information is accurate. I have helped writing colleagues to cite references properly, adhere to in-house publication guidelines, avoid plagiarism, and offered advice on text that seemed AI-generated.

Digital Marketing and SEO

Since early 2021, I have created and marketed advertisements on the Jiji Ghana website, Facebook Marketplace, and Payhip. I have only received positive reviews and have maintained my clientele for as long as my business has been operational. I use SEO best practices and keywords not just for creating advertisements but also for my titles, alt-images, and story descriptions on Medium.

Research and Interviewing

On Medium and Substack, I have written long-form pieces that are thoroughly researched, like this: ***Is Ghana's Former Name Really "Gold Coast"?*** and ***The Franck Stockton Dilemma: The Lady, or the Tiger?*** Also, I am the first student in the Music Department at UCC to conduct (sociological) **research** based on music preference at the undergraduate level.

IT Skills

I work with a **2020 M1 MacBook Pro**. I have good computer literacy skills in **Office** tools such as **Word** (**Pages**), **PowerPoint** (**Keynote**), and **Excel** (**Numbers),** and an excellent working knowledge of **SPSS** (**Statistical Package for Social Sciences**). My **research** work, assignments, and presentations during my undergraduate studies enabled me to use these IT tools extensively. I use **Pages** (**Word** equivalent on macOS and iOS) for writing. As a music educator, I use **Keynote** (**PowerPoint** equivalent on macOS and iOS) and **Sibelius** (music notation software). I use **iMovie** and **DaVinci Resolve** to edit video lessons for my students, and **VSCode** and **Xcode** to build my fundamental **coding** skills. I use HubSpot for CRM and Asana, Google Docs, Slack, and Notion for my content editor/writer/marketer/account manager role at **Rank Lyx**.

Social Media Engagement

As a writer, I am always actively engaging with both my audience and colleagues. Growth on Medium, for instance, is dependent on authentic engagement, and I make sure to offer genuine feedback to other writers. I also take criticism properly. I believe that if I respect every opinion, I will be able to thrive in situations generally avoided by most individuals.

Writing Experience

Content Editor/Account Manager (Remote)
Rank Lyx | November 2025 — Present
- Editing content, adding alt text to images, and managing the accounts of Rank Lyx's clients.

B2B Content Writer/Marketer
Rank Lyx | May 2025 — October 2025
- Wrote B2B TOFU, MOFU, and BOFU content for clients (Easytools, nRev, Zencal, CustomGPT).
- Wrote SEO-optimised blog posts for Rank Lyx's landing page.

Writer
Medium.com | Sep 2024 — Present
- Publishing 280+ original stories covering culture, identity, tech reflections, and satire.
- Developing engaging long-form essays with over 20,000 cumulative views.
- Building a loyal readership through conversational tone and authentic storytelling.

E-commerce Seller/Digital Vendor
Jiji Ghana/Facebook Marketplace/Payhip/Whop/Gumroad | 2021 — Present
- Creating product listings, sales copy, and ad content for various physical and digital products.
- Managing communication with buyers and coordinating delivery logistics.

Other Work Experience

Music Educator
Self-Employed | 2014 — Present
- Teaching music theory, guitar, and piano to students aged 7 and above.
- Crafting video lessons using Sibelius, Keynote, iMovie, and DaVinci Resolve.

Client Services Attendant
National Health Insurance Scheme (NHIS), NaBCo | Oct 2018 – Oct 2021
- Assisted clients with health registration and service-related queries.

Education

Bachelor of Arts in Music and Sociology
University of Cape Coast, Ghana | Aug 2009 – May 2013
Some Courses Taken: English Language, Communicative Skills, Information Literacy, Gender and Development, Social Statistics, Social Psychology, Sexual and Domestic Violence, Communication and the Media, Demography, Deviance and Social Problems, Social Structure of Ghana, Research Methods.

Certifications and Tools

- Driving License and Certificate (Class B, Ghana).

Tools: Grammarly, Writing Tools (in Apple Intelligence), QuillBot, Google Docs, Google Sheets, Google Drive, RankMath, SEMrush, ChatGPT, Fillout, meetergo, WordPress, Pages, Numbers, Keynote, Slack, Pumble, Trello, Discord, Asana, Notion, HubSpot, Ahrefs, iMovie, VSCode, SPSS.

Languages

- English (Fluent)
- Mfantse and Twi (Fluent)

References

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