

Martina Makachoska

Senior Content Writer

Ohrid, Macedonia

+38971314456

m_makac@yahoo.com

Portfolio: <https://martinamakachoska.journoportfolio.com/>

LinkedIn: <https://www.linkedin.com/in/martina-makachoska-605261132/>

Summary

Senior SEO content writer with 8+ years of experience creating high-performing content across multiple industries. Skilled in research-driven writing, keyword strategy, and content optimisation that improves search visibility and engagement. Experienced in collaborating with SEO teams, agencies, and international clients to deliver clear, authoritative content that supports business growth.

Key Skills

- SEO blog writing and long-form articles
- Keyword research and optimization
- Content editing and rewriting
- On-page SEO best practices
- Content structuring for readability & rankings
- Internal linking & anchor strategy
- AI-assisted content workflows
- CMS publishing & formatting
- Tone-of-voice adaptation across brands

Experience

August 2023- PRESENT

SEO Content Writer - Visibility SEO

Full-time: Aug 2023 – Mar 2026 | Part-time: Mar 2026 – Present

- Create research-driven SEO articles across multiple industries and client accounts
- Collaborate with SEO specialists to improve rankings, search visibility, and content structure
- Optimise content using keyword strategy, internal linking, and search intent alignment
- Edit and refine content to ensure clarity, accuracy, and consistent brand voice
- Deliver high-quality content under tight deadlines for agency clients

February 2022- February 2025

Freelance Content Writer – Shortlist.io

- Create SEO-optimised content for multiple international clients across different industries
- Translate detailed briefs and keyword strategies into structured, engaging articles
- Conduct in-depth research to ensure accuracy, relevance, and authority
- Edit and refine content to align with brand voice and SEO requirements
- Optimise content using keyword placement, internal linking, and search intent alignment
- Deliver consistent, high-quality work within agency deadlines

February 2022- November 2023

Content Writer – SimpleLandSelling

- Produced long-form SEO articles and web content focused on the US real estate market
- Simplified complex property and land investment topics into clear, reader-friendly content
- Applied targeted keyword strategies to improve organic visibility
- Edited and refreshed existing articles to improve clarity and performance
- Ensured consistency in tone, structure, and on-page SEO across content

February 2022- November 2023

Content Writer – Discount Lots

- Created search-optimised blog and website content for a US-based real estate platform
- Conducted competitor and topic research to support authoritative writing
- Structured articles for readability, engagement, and SEO performance
- Implemented keyword optimisation and internal linking strategies
- Edited and updated content to maintain accuracy and relevance

March 2021- May 2022

Content Writer – NicheStack

- Wrote SEO-driven articles across a wide range of niche websites and topics
- Adapted tone and structure based on different target audiences and site goals
- Performed detailed topic research and content planning
- Edited and improved drafts to meet quality and SEO standards
- Delivered consistent content aligned with editorial guidelines and deadlines

August 2017 - PRESENT

Freelance Content Writer

- Provide ongoing content writing services for blogs, websites, and digital platforms
- Produce well-researched articles across multiple industries and niches
- Optimise content for search engines using keyword strategy and structured formatting
- Edit, rewrite, and improve existing content for clarity and performance
- Source relevant visuals and supporting elements when required
- Maintain consistent delivery and communication with long-term clients

September 2016 - June 2017

Open Civil University of Lifelong Learning "Kocho Racin" - Skopje

- Involved in planning lessons for various levels
- Teaching lectures

September 2016 - June 2017

English Language School "Cambridge Centre" - Skopje

- Involved in planning lessons for various levels
- Teaching lectures

Education

September 2012 - November 2019

Ss. Cyril and Methodius University - Bachelor of Arts

English Language and Literature

Certifications

November 2020 - January 2021

Digital Marketing at Different Academy

Tools and Platforms

- Surfer SEO
- Frase.io
- ChatGPT & Jasper AI
- WordPress (basic publishing & formatting)
- Canva
- Trello, Asana, Slack
- HARO (media outreach & research)

Professional Strengths

- Detail-oriented and research-driven
- Reliable and deadline-focused
- Strong collaboration with remote teams
- Adaptable to different brand voices and audiences
- Clear, structured, and engaging writing style

Personal Skills

- Creative

- Excellent eye on details
- Goal-oriented
- Team player
- Good communication
- Willingness to learn and adapt quickly
- Ability to work for long and extended hours