WANJA GATHERU

SEO Content Writer & Strategist

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PROFESSIONAL SUMMARY

SEO Content Writer and Strategist with 4 years of experience creating content that ranks on Google and drives real business results. I write for personal finance, B2B SaaS, eCommerce, and pet care brands. My work covers blog writing, content audits, keyword research, and SEO strategy. I am skilled at turning complex topics into clear, useful content that connects with readers and performs in search.

EXPERIENCE

Freelance SEO Content Writer & Strategist | Remote | 2022 – Present

Clients: Insighteurs.com, PurelyCopper.com, Rahul Social Advertising, Opereaze Consulting, Pettables, eBizFiling, Digital SEO Land, Salsatori

- Wrote and published SEO content across personal finance, B2B SaaS, eCommerce, legal, and pet care niches.
- Produced a research-backed article for PurelyCopper.com that ranked in the Top 5 on Google for a high-intent keyword, outranking established health publications.
- Delivered a full SEO and AEO content audit for Finanshels.com covering blog quality, competitor benchmarking, on-page SEO gaps, and actionable recommendations.
- Wrote a series of B2B case studies for Opereaze Consulting documenting supply chain transformations across automotive, retail, and manufacturing industries.
- Created content for LinkedIn ghostwriting, legal compliance topics, and pet care — demonstrating range across industries and audiences.
- Led editorial content at Insighteurs.com, a B2B finance blog, contributing to the strategy that won African Blog of the Year 2023 at the MEA Markets Digital Awards.

AWARDS

African Blog of the Year 2023 — MEA Markets Digital Awards

Awarded for editorial strategy and content execution at Insighteurs.com, competing against established media brands across Africa.

SKILLS

- Content & Strategy: SEO Content Writing, Long-Form Articles, Content Audits, Editorial Planning, Topical Authority, E-E-A-T Optimisation
- SEO: Keyword Research, On-Page SEO, Competitor Analysis, Google Search Console, Internal Linking
- Tools: Ahrefs, Semrush, Clearscope, WordPress
- Niches: Personal Finance, FinTech, B2B SaaS, eCommerce, Legal, Pet Care, Digital Marketing

EDUCATION

Bachelor's Degree in Finance — Technical University of Kenya

Provides subject matter foundation for writing in FinTech, personal finance, and financial product content.