

Sifon Umoh

SEO Content writer

✉ umohsundaysifon@gmail.com ☎ +2348029865200 📍 Oyo, Nigeria

🌐 [LinkedIn](#) 📖 [Medium](#) 🔗 [View My Portfolio Here](#)



📄 PROFESSIONAL SUMMARY

I've been writing content for six years. Blog posts, long-form articles, YouTube scripts, and more recently, Web3 and crypto content. I've covered everything from finance to travel to blockchain. What I care most is acting as a bridge between clients and their audience by creating irresistible content that reflects their brand voice.

📁 WORK EXPERIENCE

INKBlock Media Web3 Content Writer • Turned complex blockchain concepts into easy-to-understand content. • Adopted SEO best practices to ensure content performed well on SERP. • Develop balanced investment-focused articles that educate readers while maintaining an informative, non-promotional editorial approach.	12/2024 – Present
Digital Wakaa YouTube Scriptwriter • Created research-driven YouTube scripts ranging from 3,000–5,000 words. • Conducted deep research and crafted compelling story lines that keeps listeners hooked. • Clients' channel viewership from tens to over 3,000 views within three months.	02/2024 – 04/2025
Wetinn SEO Blog Writer • Researched and wrote finance-focused articles tailored to Nigerian readers. • Optimized blog posts using on-page SEO techniques. • Collaborated with the editorial team to align content with brand guidelines.	09/2022 – 01/2023
VarsityScape Blog Writer • Created finance and educational content targeting students and young professionals. • Edited and prepared content for publishing. • Stood out as one of the best writers on the platform while it existed.	08/2021 – 11/2021
Nomataalks Blog Writer • Produced research-backed blog content across various niches. • Developed SEO-focused articles with multiple posts topping the search engine research page. • Improved article performance through content optimization practices. • Managed the content workflow from ideation to final delivery.	01/2021 – 10/2021
Freelance Subcontracted Content Writer • Delivered SEO content solutions for clients across technology, finance, lifestyle, health and wellness, and travel industries through subcontracting partnerships.	12/2021 – Present

- Completed research, keyword mapping, content structuring, drafting, and final optimization within deadline.
- Adapted writing style across different industries and audiences while applying SEO best practices.
- Built long-term client relationships by consistently delivering accurate, deadline-driven content that meets editorial and business objectives.

🎓 EDUCATION

English and Literature
University of Benin

01/2018 – 12/2023
Benin City, Nigeria

🧠 SKILLS

- Writing**
 - Blog Writing
 - SEO Writing
 - Long-form Content
 - YouTube Scriptwriting
 - Web3 Content
- Editing and proofreading**
- Attention to details**
- Deep research**
- SEO**
 - Keyword Research
 - Search Intent
 - On-page SEO
 - Content Optimization
 - Internal Linking
 - Meta Titles & Descriptions
- Communication skills**
- Creative writing**

🧩 TOOLS & PLATFORMS

- Google Workspace
 - Keyword Research Tools (Ahrefs, Semrush, answer the public)
 - WordPress
 - AI Tools (ChatGPT, Gemini, Claude)
- Editing Tools (Grammarly, Hemingway, ProWritingAid, Copyscape)
 - SurferSEO
 - Notion
 - Canva (basic)

🌐 LANGUAGES

English
Major in English

● ● ● ● ●

📜 CERTIFICATES

- [Hubspot Inbound Marketing Certification](#)
- [Semrush Keyword research](#)
- [Editing Mastery](#)

INTERESTS

- Reading
- [Creative Writing](#) 
- Research
- Psychology/human behavior