

Professional Summary

Dedicated multi-niche writer with over 3 years experience creating evergreen content for the web. I specialize in writing SEO-optimized articles, blog posts, and website content that will drive organic traffic and boost your online visibility.

Areas Of Expertise

- ✔ Yoast SEO
- ✔ Keywordseverywhere
- ✔ Google Docs
- ✔ HTML
- ✔ AIOSEO
- ✔ keywordtool.io
- ✔ Word
- ✔ CSS
- ✔ SEOPress
- ✔ UberSuggest
- ✔ Wordpress
- ✔ JavaScript

Career Highlights

Increased Traffic: Collaborated with a team of writers to revamp existing content and write new optimized articles for africanafashion.com, resulting in a 60% increase in traffic in just two months.

Team Leader: Led a team of writers in crafting search engine optimized articles to market company's services locally, contributing to a successful turnout and increased brand visibility.

Professional Experience

Freelance Writer, SMARTSITES SG (PTE. LTD.) | April 2022 - Present

I research and write articles, blog posts, web pages and other required content for diverse clients in different niches.

- Conduct research and interviews to gather information for content creation
- Edit content for grammar and readability
- Support SEO efforts by incorporating relevant keywords and optimizing content
- Edit and proofread copy to ensure accuracy and quality.

Lifestyle Writer, Panachora LLC - Atlanta | July 2020 - August 2022

Created SEO-optimized articles for different projects, including serum101.com, Afrianafashion.com, Cheffist.com and other affiliate sites.

- Performed thorough online research to better understand article topics
- Revised and rewrote content based on the editor's feedback
- Published articles on WordPress
- Optimized content using Yoast SEO and AIOSEO

Lead Technical Writer, Browd - Lagos | Jan 2020 - March 2021

Led a team of content writers to produce compelling SEO content and ensure timely delivery of quality evergreen content for the company's blog.

- Created content briefs and templates for writers
- Edit and give feedback to writers on their work
- Led team meetings to discuss marketing goals
- Understood and research project requirements to deliver compelling content
- Utilized SEO and keyword research tools to optimize our content and improve the visibility of the company's website in search engine results
- Collaborated with designers and marketing team to ensure alignment of messaging
- Optimized content using Yoast SEO and AIOSEO plugins

Education

B.A English Literature, Obafemi Awolowo University | 2021

Content Marketing, Hubspot Academy | 2020

SEO, Hubspot Academy | 2020

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