

ESEYIN DANIEL

SEO CONTENT WRITER AND COPY EDITOR

Samaru, Zaria-Kaduna, Nigeria

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SUMMARY:

A results-driven Digital Content Writer and SEO Expert with over 5 years of proven expertise across various industries, including Finance, Health, Automobile, Tech, and Education. Proven track record of researching and creating compelling contents that has propelled several clients' online presence to new heights. Consistently meeting and exceeding client's objectives by producing engaging and SEO-driven contents with a keen eye for detail and a knack for delivering high-quality work within tight deadlines.

➤ SKILLS AND COMPETENCIES:

- Keyword research & optimization.
- SEO content strategy.
- WordPress & HTML.
- Knowledge of Microsoft Word, Google Docs, PowerPoints, Grammarly, and Hemingway Editor.
- Infographic, video & presentation creation.
- Information gathering & research.
- Analytics & reporting.
- Content Management Strategies.
- Storytelling & blogging.
- Timely work delivery.
- Social media marketing & advertising.
- Title, meta tag & meta description optimization.
- Communication and Collaboration.
- Brand awareness & visibility.
- Strategic Networking.
- Audience targeting & engagement.
- Editorial content creation & publishing.
- Copywriting & proofreading.
- Technical SEO & structured data mark-up.
- SEO performance measurement & optimization.
- Design Skills: Expert with Photoshop and Canva.

➤ EXPERIENCE:

✓ SEO Content Creator and Copy Editor

Bizzfora Tech, Lagos, Nigeria.

[June 2022 – Oct. 2023]

- Produced **4 - 7** high quality articles per week (**20-25 per month**) with targeted keywords which increased organic search traffic by **25%** and also produced **10%** conversion.

✓ **Copy Editor and Proofreader**

Graduate School Hub,
United State (Remote)
[April – June, 2022]

- Reviewed **8 – 10** Articles and Essays per week, editing and proofreading contents for clarity, grammar, and style consistency.
- Improving readability, which increased conversion by **25%** for the company within **3 months**.

✓ **Content Writer and Proofreader**

College Aftermath, India (Remote)
[April – September, 2022]

- Leveraged on my **SEO skills** and experience to consistently achieved remarkable results for the company, including increasing website traffic by up to **55%**, boosting conversion rates by **30%**, and enhancing brand awareness by **45%**.

✓ **SEO Content Writer**

Wheel&Motors, United States (Remote)
[March, 2022 – February, 2023]

- Partnered with department managers to understand and meet **SEO requirements**.
- Produced **2 – 3** top-quality articles per week, with high attention to details and strict compliance with demands from the SEO and SME team, which increased conversion by **45%** and boosted website traffic by **60%**.

➤ **CERTIFICATIONS**

- ✓ **HubSpot Content Marketing Certification, November 2023 – December 2025.**
- ✓ **Graphics Content Creator and Designer, Enthusiast Express.**

➤ **EDUCATION:**

- ✓ **B.Eng. Chemical Engineering, Ahmadu Bello University, Zaria-Nigeria.**

▪ **LINKEDIN PROFILE**

- <https://www.linkedin.com/in/esevindaniel>

▪ **PORTFOLIO:**

- <https://drive.google.com/drive/folders/1IWpvyMZPD1t4R0wTh6IRJP8Y-oNLVxlv>
- <https://drive.google.com/drive/folders/17YUwoqGVwi6fE2mMrSJCrLSsEafxcPxp>