

Steven Adudi

Content Writer | Ghost Writer | Copywriter | Editor

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PROFILE

Creates engaging content in various fields, such as tech, finance, law, home improvement, automobiles, health, digital marketing, and business, following client-specific guidelines.

PROFESSIONAL EXPERIENCE

2021 – 2023

New York, USA

DFS Business Solutions, Short-Form Article Writer

In my role as a content writer, I focused on creating short-form content centered on HVAC to enhance readers' understanding and generate interest in HVAC products. I completed these tasks on a weekly basis, with submissions made every Sunday evening.

2020 – 2021

New Jersey, USA

Angry Apples Marketing (Go Angry), Junior Copywriter

- *Content Creation:*

Developed engaging and creative written content for social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. This involved writing captivating captions, headlines, and posts that aligned with each client's brand voice and target audience.

- *Social Media Strategy:*

Collaborating with the company's social media team to devise effective strategies for each client's social media presence. This included understanding the client's goals, conducting market research, and aligning content with the overall social media strategy.

- *Content Calendar Management:*

Created and managed content calendars to ensure timely and consistent posting across social media platforms. This required organizing content volume, scheduling posts, and monitoring engagement metrics to optimize content performance.

- *Trend Monitoring:*

Stay up-to-date with social media trends, industry news, and emerging platforms to provide fresh and innovative ideas for content creation. This involved monitoring competitor strategies and identifying opportunities for client growth and engagement.

- *Adherence to Guidelines:*

Adhered to client-specific guidelines, including brand tone, style, and compliance requirements. Ensuring consistency and accuracy in content while adhering to social media platform policies and best practices.

2020 – 2020
New York, USA

News Week Amplify, Marketing Content Writer

- I worked with select clients to develop and deliver high-quality content tailored to their specific products.
- Handpicked topics of interest and created targeted marketing content daily for a select number of clients.
- Implemented SEO best practices to improve organic search rankings and increase website traffic.
- Maintained consistent communication with superiors to understand client requirements and provide regular updates on project progress.

2020 – 2020
USA

We Write Blog Posts, Long-form Blog Content Writer

- Every Monday, I received a diverse range of topics and worked on each throughout the week, ensuring timely completion based on individual due dates.
- Crafted comprehensive educational articles spanning 2000 to 4000 words, adeptly covering complex subjects with clarity and depth.
- Showcased versatility by producing engaging content across various domains, including entertainment, travel, animals, and home improvement, catering to diverse audience interests.
- Accommodated revision requests promptly, ensuring the final content aligns perfectly with the client's vision and expectations.
- Delivered high-quality work by producing plagiarism-free and grammatically flawless articles.

2017
Online, Remote

ICML Enterprises, Freelance Content Writer

- Conduct thorough research to ensure accurate and up-to-date information for content creation.
- Create compelling, well-researched, SEO-optimized articles, blog posts, website copy, and social media content that meets client expectations.
- Collaborate with cross-functional teams to ensure we align content with brand guidelines and objectives.

2010 – 2015
Nairobi, Kenya

Quick Time Bookkeepers, Accountant
Financial Bookkeeping and Record Keeping
Tax Returns and Compliance
Financial Reporting and Audit
Client Relationship Management

EDUCATION

2012 – 2016
Nairobi, Kenya

Moi University, Bachelor of Science
Human Resource Management

2010 – 2010
London, UK

Oxford Brookes University, Degree in Applied Accounting
Offered in conjunction with ACCA professional qualification

2004 – 2008
Nairobi, Kenya

Strathmore University, Association of Chartered Certified Accountants
Professional Course

2004 – 2004
Nairobi, Kenya

Alliance Francoise, French
Level 1, Basic French

SKILLS

Excellent English writing skills with a strong grasp of grammar and vocabulary.

Adaptable writing style that suits different target audiences and industries. Proficient in crafting SEO-driven content that combines best practices and brand priorities.

Strong attention to detail and ability to meet deadlines. Well-versed in conducting thorough research to gain in-depth knowledge of various industries.

Proficient in using content management systems and familiar with SEO tools such as WordPress.

PUBLICATIONS (NEWSWEEK)

2020 **How to Streamline Your Spending With Financial Management Apps**,
Newsweek [↗](https://www.newsweek.com/amplify/how-streamline-your-spending-financialmanagement-apps)
<https://www.newsweek.com/amplify/how-streamline-your-spending-financialmanagement-apps>

2020 **How to Bypass Regional Protected Sites With VPN**, Newsweek [↗](https://www.newsweek.com/amplify/how-bypass-regional-protected-sites-vpn)
<https://www.newsweek.com/amplify/how-bypass-regional-protected-sites-vpn>

2020 **Handy Tips on How to Get Out of Debt Quickly**, Newsweek [↗](https://www.newsweek.com/amplify/handy-tips-how-get-out-debt-quickly)
<https://www.newsweek.com/amplify/handy-tips-how-get-out-debt-quickly>

2020 **A Beginner's Guide to Dipping Into 401(K) Savings**, Parserr [↗](https://www.newsweek.com/amplify/beginners-guide-dipping-401-k-savings)
<https://www.newsweek.com/amplify/beginners-guide-dipping-401-k-savings>

2020 **How to Earn Tax Benefits From Your Healthcare Plan**, Parserr [↗](https://www.newsweek.com/amplify/how-earn-tax-benefits-your-healthcare-plan)
<https://www.newsweek.com/amplify/how-earn-tax-benefits-your-healthcare-plan>

COURSES

2021 – 2021 **Morden Copywriting**, Stack Skills
Online, USA Writing Copy That Sells

REFERENCES

Noni, *Senior Copywriter*, Angry Apples

Brittany, *Content Manager*, We Write Blog Posts

Damen, *CEO*, DFS Solutions

Jen, *HR Manager*, News Week