



Tobenna Kingsley

SEO Content Writer.

I help business owners and digital marketers increase their brand's awareness, authority, and revenue through effective SEO content and content strategy.

✉ kinobasi@gmail.com

📍 Lagos, Nigeria

🌐 medium.com/@kinobasi

📞 +2347045590429

🌐 linkedin.com/in/tobenna-kingsley

WORK EXPERIENCE

Freelance Writer.

Sky Publishers

04/2020 - 01/2021

California

Custom publications and editorial firm producing a wide range of copy for individuals and businesses worldwide.

Achievements/Tasks

- Published new SEO-optimized content to manage customers' online reputation.
- Updated online copies to keep them current and reflect clients' needs.
- Supported the needs of small business owners that didn't have the time to properly represent themselves online.
- Created educational content to boost clients' online credibility.

Content Writer.

Alpha Wordsmith

10/2017 - 06/2021

New Zealand

Alpha Wordsmith is a full-service content marketing team providing internet marketing, SEO, email writing services to businesses.

Tasks

- Developed a comprehensive SEO content strategy that increased clients' organic traffic.
- Delivered engaging blog posts, generating additional backlinks.
- Transformed technical language into persuasive and digestible copy.
- Reviewed, proofread, and edited content based on internal briefings and client feedback.

EDUCATION

Doctor of Pharmacy

University of Nigeria Nsukka

10/2019 - 01/2021

SKILLS

Keyword research & optimization

SEO content strategy

Blogging

Link building

Competitor research

On-page optimization

Copywriting

Proofreading

Editing

ACHIEVEMENTS

HubSpot Content Marketing Certification
(11/2020 - Pre)

HubSpot SEO Certification (08/2023 - Pre)

INTERESTS

Day trading

Fitness

Travel

Economics