

MERCY ADENIYI

SEO Content Writer

CAREER OBJECTIVE

Versatile writing professional with extensive experience in creating content for various digital media. Skilled in meeting tight deadlines, managing multiple projects, and optimizing content for SEO. Adept at developing unique and creative copy to engage online audiences and boost website traffic.

CONTACT

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LinkedIn:

<https://www.linkedin.com/in/mercy-adeniyi-4645b2188>

Portfolio:

<https://Mercyadeniyiportfolio.mystrikingly.com>

EDUCATION

August 2023

Degree,

Bsc. Civil Engineering

Ondo State University of Science
and Technology
– Nigeria

KEY SKILLS

- Microsoft Office
- Creative writing
- SEO Optimization expertise
- Google docs
- Proofreading skills
- Email communication
- Spreadsheet tracking
- Slack, Trello, ClickUp, SurferSEO, Grammarly, Skype, and

PROFESSIONAL EXPERIENCE

Freelance Content Writer

Bizreport - Vietnam

December 2021 – Present

- Wrote original short- and long-form content that maintained brand consistency.
- Optimized existing content using SEO strategies to improve search engine rankings.
- Managed multiple projects simultaneously while meeting tight deadlines.
- Edited and fact-checked content using industry best practices.
- Created high-quality blog posts for various guest websites to increase their online presence.
- Adapted writing style according to the target audience's preferences.

SEO Content Writer

VPNAAlert - Lithuania

September 2022 – July 2023

- Implemented best practices for SEO optimization, such as keyword research, page titles, and headings.
- Researched and made a step-by-step outline to make it easier to write the content.
- Utilized project management software such as Trello or Slack to track tasks throughout the content production cycle.
- Developed SEO-friendly content for websites and blogs, optimizing for keywords to increase organic traffic.
- Monitored competitors' activities related to SEO initiatives to stay ahead of the competition.
- Researched industry topics and trends to develop content that was both informative and engaging.
- Participated in brainstorming sessions with team members regarding new ideas for content production.
- Optimized headlines and meta descriptions with targeted keywords to improve click-through rates.
- Worked closely with design teams to ensure all visuals were optimized correctly before launch.

Copyspace project tools
expertise

REFERENCES

Available Upon Request.

- Used advanced tools like Grammarly and SurferSEO to edit and optimize the content properly.

Content Writer

Bowzones - Remote

September 2022 – February 2023

- Researched extensively to create informative pieces that adhered to editorial guidelines.
- Utilized SEO techniques to optimize content for search engine visibility.
- Edited and proofread content to ensure accuracy and clarity.
- Utilized project management software such as Slack and Google Docs to track tasks throughout the production cycle.
- Researched and wrote industry-specified topics for guest websites.