

# AISHAT LAWAL

CONTENT WRITER

## Profile

Results driven content writer with 3 years of experience. Skilled in creating engaging, SEO-optimized content that resonates with target audiences.

## Employment History

### SEO Content Writer , Panachora Inc.

02/2022 - 01/2023

- Developed and optimized SEO-focused content, contributing to increased online visibility and organic traffic.
- Executed thorough keyword research and skillfully integrated targeted keywords to enhance search engine rankings.
- Collaborated cross-functionally with the marketing team to align content strategies with overarching marketing objectives.
- Implemented on-page and off-page SEO tactics, leading to measurable traffic growth and improved rankings.
- Utilized Google Analytics and SEO tools to analyze and optimize content performance.
- Contributed to seasonal content campaigns to support overall content strategy.
- Stayed current with industry trends and applied innovative SEO strategies to maintain competitiveness.

### Content Writer , Freelance

11/2019 - 01/2022

- Produced high-quality and SEO-optimized content for various clients, spanning diverse industries.
- Conducted thorough research to deliver well-informed articles that met client specifications.
- Demonstrated proficiency in incorporating targeted keywords for improved search engine visibility.
- Collaborated remotely with clients to understand their content needs and exceed their expectations.
- Managed multiple projects simultaneously, ensuring on-time delivery and adherence to deadlines.
- Utilized strong grammar, editing, and proofreading skills to deliver error-free content.
- Successfully adapted writing style to match the unique voice and tone of each client.
- Consistently received positive feedback for delivering engaging and informative content.
- Utilized various writing tools to enhance productivity and content quality.
- Maintained an organized work process, managing client communication, project timelines, and invoicing efficiently.

## Personal Details

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## Links

Portfolio: [www.clippings.me/aishat-lawal](http://www.clippings.me/aishat-lawal)

LinkedIn:

<https://www.linkedin.com/in/aishat-lawal-81b092241>

## Skills

Content Management Systems

Search Engine Optimization

Writing and Editing

Graphic Design

Communication Skills

Effective Time Management

## Hobbies

Running, Travelling, Cooking, Gardening

## Languages

English

Spanish

French

# Education

**B. Sc Biochemistry , Olabisi Onabanjo University**

03/2014 - 03/2018