

# JEREMIAH OBIKOYA TOLUWANI

## SEO CONTENT WRITER

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## EDUCATION

### Federal University of Technology Akure (FUTA)

Bachelor of Engineering in Computer Engineering

Current CGPA: 4.86/5.00

Ondo State, Nigeria

September 2021 – Present.

## CERTIFICATIONS

### Semrush

[Content Marketing Principles for Business](#)

April 2023

### HubSpot Academy

[Search Engine Optimization](#)

June 2022

### Surfer SEO

[SEO Writing Masterclass](#)

February 2021

## WORK EXPERIENCE

### Posimyth Innovations

SEO Content Writer

Gujarat, India

September 2022 – April 2023

- Significantly improved content quality by employing Frase.io to optimize and enrich articles with semantic keywords, resulting in increased keyword rankings and user engagements.
- Worked with the team to increase Rankings Keywords by 32%, leading to increased organic traffic from search engines (report from SEMRUSH)
- Conducted in-depth product research to create informative blog posts, addressing user queries and providing valuable insights.
- Collaborated with the content team to create highly optimized blog posts that consistently achieved page-one rankings on SERP within days of publication.
- Contributed to product optimization by offering high-quality recommendations based on my extensive experience with WordPress plugins and themes.

[Link to my work at Posimyth Innovations.](#)

### VitalFrog

SEO Content Writer

Bavaria, Germany

January 2022 – August 2022

- Increased the monthly unique visitors to the firm's website by 233% by writing engaging and well-optimized content (on-page SEO) as measured by Plausible analytics.
- Managed and implemented a social media strategy using an in-house tool, resulting in consistent growth in the company's social media presence.
- Achieved a remarkable 143% growth in monthly webpage views through expert on-page SEO techniques and content creation, with Google as the primary traffic source, as measured by Plausible analytics.
- Elevated Domain Authority by 75%, leading to an over 900% surge in Ranking Keywords by organizing and crafting guest posts on external websites, notably featured on [Oncrawl.com](#). (Performance data validated using MOZ and Ahrefs metrics).
- Produced all visual assets, including blog post images and social media graphics, utilizing design tools such as Canva and PixelLab.

[Link to my work at VitalFrog.](#)

### Youth Initiative for Economic Empowerment (YIEE)

Content Writer (Intern)

Akure, Nigeria

May 2021 – October 2021

- Produced helpful content that consistently ranked as top search results for long-tail keywords related to entrepreneurship as measured by Google Search Console.
- Crafted articles that outperformed the organization's homepage in terms of impressions and clicks as measured by Google Search Console.
- Created a topic cluster on entrepreneurship to enhance content cohesion and improve YIEE's topic authority.

## Skills & Interests

**Core Skills:** Copywriting, SEO, Content writing, Social media captions writing, Storytelling, Working with CMS (Ghost and WordPress), Email marketing, and Graphic design.

**Soft Skills:** Creativity, Time Management, Teamwork, Communication, Feedback, and Collaboration.

**Languages:** English.

**Interests:** Personal development, Music, AI and Robotics.