

OLUWAFERANMI OWOLANKE

SEO CONTENT WRITER

<https://www.linkedin.com/in/FG06/> | +234 705 5588 056 | uniquely0620@gmail.com

ABOUT ME

Enthusiastic and driven creative SEO content writer with experience in researching, writing/editing articles, blog posts and advertising copy for company websites, blogs and landing pages. Proficient in SEO keyword research and keyword planning.

Expertise in delivering high-quality content for multiple platforms within defined time frames. Experienced in monitoring and analyzing key performance indicators (KPIs) to offer suggestions for improvement.

CORE COMPETENCES

- Search Engine Optimization (SEO)
 - Resourceful Content Writing
 - Keyword Research
 - Blog Writing
 - Search engine Marketing (SEM)
 - Editing and Proofreading
 - Web Writing
 - Google My Business (GMB)
 - Google AdSense
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PROFESSIONAL EXPERIENCE

SEO Writer

[vpnboard.com, Remote](#)

Sep, 2022 – present

- Implemented keyword research to produce golden keywords for the site's blog posts, which generated traffic, boosting the site's rank and optimizing blog posts and pages rapidly to top pages within 3 weeks.
- Originated and fashioned headers with power words for the website's pages and posts that improved the click-through rates by 40%.
- Used existing resources to create exceptional writing, editing and proofreading skills to produce engaging and 100% error-free content.

Content Writer

[bestelescooter, Remote](#)

March 2022 – present

- Authored SEO-optimized posts which expanded the traffic of the site by 45% within three months.
- Co-ordinated extensive keyword research to generate value-filled keywords that ranked within 2 weeks.
- Developed, SEO writing on SurferSEO and Writerzen ranking above 90 and A+ which improved the chances of the posts against its competitors.

Creative Content Writer

[Softledge Network, Full Time](#)

January, 2022 – present

- Conducted critical keyword research that generated golden keywords on the top pages within months. By conducting keyword research, I was able to determine a competitor's target market, keywords, and products.
 - Conducted website technical audits and devised new operational processes that resulted in a 40% increase in productivity.
 - Developed and designed captivating headers for the company's website increasing the click-through rates by 70%.
 - Produced original, creative content for promotional advertisements and marketing materials that increased sales by 20%.
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EDUCATION

Obafemi Awolowo University
[Engineering Physics](#)