



## CONTACT

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10400, Kisumu, Kenya

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## SKILLS

- Effective listener
- Vector graphics creation
- Time organisation
- Wireframing
- Patience and perseverance
- High self-motivation
- Blogging software usage
- Search engine marketing
- Copywriting
- Web content optimization
- SEO understanding
- WordPress knowledge
- SEO blogging

## EDUCATION

2022 - 2024

- Diploma of Higher Education Media
- Freelance SEO Writer: Networking and Community Engagement
- Foundation Degree in Arts Language and communication University of Nairobi.

# Duke Makori

## SEO BLOG CONTENT WRITER

### EXPERIENCE

#### THE IMAGE PRO LTD

##### **Content Creation & Editing:**

Designing and developing diverse content, including marketing copywriting, social media advertising, video script writing, and technical writing. Developing compelling campaign promotional copies.

##### **Team Collaboration:**

Collaborating with the development and design teams to transform creative ideas into reality, with seamless integration across channels. Handling technical content for products like Happy Addons, wePOS, WP User Frontend Pro, and WP ERP.

##### **SEO & Competitor Research:**

Carrying out in-depth keyword research and competitor analysis to identify new content opportunities and streamline SEO strategies.

##### **Social Media Management:**

Handling weDevs' official social media profiles.

##### **YouTube Channel Management:**

Handling the official YouTube channels of weDevs, WP ERP, and Happy Addons. Keeping an eye on the video rewriter to ensure content plagiarism-free.

### SURE MEDIA

#### **SEO Blog Content Writer**

- Monitored competitor blogs to stay ahead of emerging trends and adapt content strategy accordingly.
- Managed guest bloggers, overseeing content submission and ensuring alignment with blog guidelines and quality standards.
- Collaborated with marketing teams to align blog content with overall brand strategy, maximising audience reach.
- Worked closely with graphic designers to incorporate visually appealing graphics and images, enhancing reader experience.
- Maintained up-to-date knowledge of industry trends, allowing for the production of relevant and compelling content.