

## **Bryson Kiptum**

### **B2B Content Writer & Digital Marketer | SEO Specialist**

Email: [brysonwayne131@gmail.com](mailto:brysonwayne131@gmail.com) | Rate: \$12–15 AUD/hour

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## **PROFESSIONAL SUMMARY**

Results-driven B2B Content Writer and Digital Marketer with 4+ years of experience crafting SEO-optimized content to drive organic growth, enhance brand visibility, and generate high-quality leads. Proven expertise in creating engaging blog posts, lead magnets, whitepapers, and social media copy aligned with SEO best practices.

Adept at leveraging tools like ClickUp for agile project management, ensuring timely delivery of cross-functional campaigns. Flexible collaborator with a track record of boosting organic search rankings by 20–50% and increasing website traffic by up to 35% for SaaS, retail, and professional services clients.

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## **CORE COMPETENCIES**

- SEO-Optimized Content Writing (Blogs, Articles, Lead Magnets)
  - Keyword Research & On-Page SEO Optimization
  - Organic Search Strategy & Technical SEO Audits
  - Social Media Copywriting (Captions, Campaigns)
  - B2B Content Strategy & Thought Leadership
  - Data-Driven Campaign Analytics (Google Analytics, SEMrush)
  - Project Management (ClickUp, Trello)
  - Conversion-Focused Copywriting
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## **PROFESSIONAL EXPERIENCE**

### **Freelance B2B Content Writer & SEO Specialist**

SaaS SEO Initiative | Ukraine (Remote) | Apr 2022 – Present

- Developed SEO-driven content strategies that increased organic traffic by 35% for SaaS clients through keyword optimization and pillar content creation.
- Authored 50+ blog posts targeting high-intent keywords, improving client search rankings by 20% and generating 25% more qualified leads.

- Collaborated with marketing teams to align content calendars with product launches, ensuring consistent messaging across blogs, email, and social media.
- Utilized ClickUp to streamline workflows, reducing project turnaround time by 15%.

### **Freelance B2B Content Writer**

Shanebaker | California (Remote) | Mar 2023 – Dec 2023

- Produced 30+ thought leadership articles and case studies, positioning clients as industry leaders and increasing website conversions by 20%.
- Conducted competitor analysis and market research to identify content gaps, resulting in a 30% uptick in lead generation.
- Optimized existing website content for SEO, improving organic visibility by 25% for target keywords.

### **Freelance Digital Marketing Specialist**

Next Level Marketing | Miami (Remote) | Jun 2021 – Jul 2022

- Executed SEO strategies for B2B clients, including metadata optimization and backlink outreach, achieving a 20% improvement in search rankings.
- Created 40+ blog posts and lead magnets (eBooks, whitepapers) that contributed to a 50% increase in brand awareness and 35% higher lead volume.
- Supported social media campaigns with engaging captions and ad copy, boosting engagement rates by 25%.

### **Digital Marketing Specialist**

Tusker Mattresses Limited | Kenya | Jan 2020 – Aug 2020

- Managed end-to-end SEO strategies, increasing organic traffic by 30% through on-page optimization and localized keyword targeting.
  - Designed social media content calendars that improved engagement by 40% and drove a 25% increase in sales.
  - Analyzed campaign performance using Google Analytics, refining strategies to achieve a 20% rise in market share.
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## EDUCATION

**Pwani University** | Bachelor of Science, Environmental Planning & Management | 2021

**Kenya Certificate of Secondary Education** | St. Lukes High School | 2014

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## CERTIFICATIONS

- HubSpot Certified Digital Marketer | Dec 2020
  - Certified Content Writer (Clear Phrases Writing Academy) | Feb 2020
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## TECHNICAL SKILLS

- **SEO Tools:** SEMrush, Ahrefs, Google Search Console
  - **CMS:** WordPress, Shopify
  - **Project Management:** ClickUp, Trello
  - **Analytics:** Google Analytics, HubSpot
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## ADDITIONAL DETAILS

- **Flexible Availability:** Adaptable to time zones and project scopes, with experience managing remote collaborations.
- **Rate:** \$12–15 AUD/hour (negotiable based on project complexity).