

JOHN PROFESSIONAL

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SUMMARY

I am an innovative SEO content specialist with more than one year of experience communicating product value to customers. As such, I am adept at analyzing trends and keyword research to increase organic traffic efforts with the goal of lifting sales through quality content and reduce website bounce rates.

EXPERIENCE

ACME INC.

SEO CONTENT SPECIALIST.....March 2021 - Present

- Revisited and optimized older blog articles increasing their performance and resulting in a 5% uplift in sales from organic channels.
- Increased organic traffic to our website by an average of 15% month over month through effective keyword research for content planning.
- Hired and managed 2 freelance writers and led to a consistent stream of four blog posts every week to maintain an authoritative voice in the field.
- Extracted data from the Google Analytics tool to share insights with the frontend engineers to bolster our organic traffic performance.

SKILLS

Canva

- Highly proficient in Canva to generate images for the blog posts in line with the brand identity of the company.

Google Suite

- Able to gather and clean data in Google Sheets while using Google Analytics for insights on traffic in the website.

EDUCATION

MASOMO UNIVERSITY

2017-2020

Bachelor of Arts

Msomi Secondary School

KCSE