

LILY DELPLACE

SEO Copywriter | Content Strategist | Web & UX Specialist

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Portfolio: [Copywriting Samples](#) ♦ [Substack](#) ♦ [Fiverr](#)

SKILLS

SEO & Keyword Research ♦ Technical Copywriting ♦ Persuasive Copywriting ♦ Website Optimisation ♦ Content Strategy ♦ Brand Messaging ♦ Backlink Building ♦ AI Research & Prompting ♦ WordPress CMS ♦ Social Media Content ♦ Web Analytics ♦ Audience Analysis

PROFESSIONAL SUMMARY

Experienced SEO copywriter, content strategist, and technical writer with a proven track record of driving Google visibility and business growth. Specialises in AI-driven research, keyword funnels, and UX-optimised content. Excels in crafting compelling website copy, impactful email campaigns, engaging video scripts, and comprehensive technical whitepapers. Expertise spans industries such as SaaS, IT, healthcare, sustainability, and e-commerce. Proficient in WordPress, SEMrush, Ahrefs, and Google Search Console. A detail-oriented professional known for delivering persuasive and high-impact content that strengthens brand identity drives engagement, and supports marketing goals.

WORK AND PROJECT HISTORY

Freelance SEO Copywriter & Content Strategist (01/2019 - Current)

[Fiverr](#) & Independent Contracts – Remote

- Wrote SEO-driven content across tech, SaaS, IT, sustainability, marine industries, travel, and watersports, including blogs, landing pages, and ghostwritten non-fiction books.

- Conducted comprehensive keyword research, analysing high search volume, low difficulty, competitive density, and user intent using tools like SEMrush, Google Keyword Planner, and AnswerThePublic.
- Performed competitor analysis and identified keyword gaps to optimise content for maximum search visibility.
- Designed websites with engaging and persuasive web copy tailored to resonate with the target audience and increase search engine rankings.

SEO Content Developer (10/2023 - 12/2024)

[Windie360](#) – Israel (Remote)

- Designed and executed an SEO-optimised content strategy for this racing sailing equipment startup.
- Developed pillar blogs, topic clusters, and conversion-focused landing pages to drive organic traffic.
- Crafted dynamic content marketing pieces for a broad client base to drive consumer awareness of brands.

SEO & Content Strategist (06/2023 - 06/2024)

[Elcano Challenge](#) – UK

- Spearheaded the launch of the Elcano Challenge website and social media presence (Facebook, Patreon, YouTube, TikTok).
- Conducted historical research on CEIL 3, the classic racing yacht refitted sustainably for the global Magellan circumnavigation.
- Wrote timelines, blogs, and content showcasing the yacht's history, races, and sustainability efforts.
- Assisted in fundraising efforts by crafting compelling narratives for sponsorship and media outreach.

Lead Content Strategist (09/2022 - 05/2023)

[Heritage Woodwork](#) – UK (Remote)

- Led full website architecture, keyword strategy, and SEO copywriting for this construction-focused brand.
- Wrote engaging and successful marketing, advertising, and website copy.
- Measured content performance using analytics tools, providing insights to inform data-driven decision-making for future campaigns.

Technical Writer & Product Researcher (02/2022 - 08/2023)

[Canticket App](#) – Australia (Remote)

- Conducted in-depth research, testing, and content creation for this Australian tech startup.
- Wrote detailed product documentation, blogs, and web copy, ensuring clarity and engagement.
- Translated technical specifications into user-friendly guides, facilitating easier product adoption.

Sustainability & Ocean Conservation Writer (02/2022 - 02/2023)

[Reef.Support](#) – The Netherlands (Remote)

- Authored science-backed blogs on ocean sustainability, boosting brand credibility and engagement.
- Assisted in social media content planning to increase reach and visibility.
- Conducted interviews with subject matter experts to generate topics.
- Managed content strategy for the startup's launch campaign, significantly increasing online engagement and contributing to successful market entry.

Marine Sustainability & Eco-Tech Writer (03/2022 - 07/2022)

[EcoWorks Marine](#) – Falmouth, UK (Remote)

- Wrote an extensive blog series on marine sustainability, covering eco-friendly yacht cleaning solutions and sustainable practices for marinas and boat owners.
- Developed SEO-driven content that positioned EcoWorks Marine as a leader in environmentally responsible yachting.
- Conducted thorough research on diverse topics, producing well-informed pieces that resonated with readers.

SEO Copywriter (03/2021 - 01/2022)

[Vincent Reed](#) – UK (Remote)

- Developed high-converting web copy and SEO-driven blog content for this high-end bespoke joinery brand.
- Provided editorial guidance to facilitate the delivery of top-quality content.
- Customised brand message to reach and capture target audience interest and drive engagement.

Founder & Brand Director (01/2013 - 12/2019)

Caramel Cashmere – South Africa

- Built a successful luxury fashion brand selling handcrafted Nepali cashmere garments.
- Established a thriving business by identifying market needs and developing innovative solutions.
- Managed branding, SEO strategy, social media, and website copywriting, driving online sales growth.
- Increased brand visibility and market penetration through comprehensive marketing strategies.
- Oversaw financial management activities, including budgeting, forecasting, and cash flow monitoring for improved economic stability.

Content Writer & Fundraising Consultant (01/2018 - 12/2020)

[Samarpan Foundation](#) – Bangalore, India (Remote)

- Created compelling SEO-driven blogs and fundraising content for this humanitarian NGO.
- Managed social media storytelling and video campaigns to raise awareness.
- Developed and designed a Mailchimp newsletter series that effectively captured the brand's voice, ensuring consistency and engagement across all communications.
- Enhanced donor relationships through regular communication, personalised outreach, and prompt acknowledgement of gifts.

Scuba Diving Instructor & Marine Conservation Specialist (01/1994 - 12/2002)

Scuba Junction – Thailand

- Over 8 years of diving experience as an NAUI & PADI-certified instructor and a rescue diving instructor.
- Developed and delivered environmental education programs, increasing public awareness about conservation issues.
- Established partnerships with local organisations to expand outreach efforts and promote environmental stewardship.

EDUCATION

- BSc: Molecular Genetics, University of Cape Town (Dean's List: 1991, 1992, 1993)
 - Advanced Scientific Studies: Durban University of Technology (2005)
 - ★ Majors: Anatomy & Physiology
 - ★ Minors: Epidemiology, Histology, and Diagnostics
 - Master of Science: Science Education, Bath Spa University (Expected: 09/2025)
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CERTIFICATIONS

- NAUI Scuba Diving Instructor (1994 - Cape Town, South Africa)
 - PADI Scuba Diving Instructor (1995 - Koh Samui, Thailand)
 - PADI Rescue Diving Instructor (1996 - Koh Tao, Thailand)
 - Yoga Instructor Certification (1999 - Anjuna, Goa, India - with [Brahmani Yoga](#))
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PORTFOLIOS

- [Fiverr](#)
 - [LinkedIncnn](#)
 - [Substack](#)
 - [Google Docs Portfolio](#)
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PERSONAL INFORMATION

- British & South African
- Transatlantic Crossing (Sailing) - Cape Town to Salvador, Feb-Mar 2000