

Maryam Ibrahim

Content writer & SEO Expert

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Nigeria, Oyo state,Ibadan.

MY APPROACH TO WORK

I am a dynamic and result-oriented content writer, who has developed a strong knowledge of Search Engine Optimization and Digital Marketing, as a result of my willingness to fully explore growth opportunities. I have a track record of creating detailed and informative content, and equally enabling teams and companies to champion end-to-end digital marketing and SEO results, to deliver captivating value to stakeholders. I believe when it comes to work, it is important to take on bigger challenges, so I have learnt to thrive in fast paced and growing industries over the years.

EXPERIENCE

SEO Specialist

2022

AGROBARMAGEN NIG LTD

Remote

- Prepared a fully rounded SEO plan (including technical, on and off page and Content SEO),that has helped the company generate about 90% more traffic.
- Increased number of visitors by 50%, with a retained number of at least 100 visitors monthly, through optimized content and website features.
- Carried out important on page and Content SEO projects including keyword research and implementation, content and image optimization, meta and title tags and permalinks on the company's WordPress website.

Freelance SEO Writer

11/2022

Moneynerd

Remote

- Collaborated with SEO analysts to implement necessary features including internal and external links, images and keywords
- Curated exceptional, well researched, written, edited and proofread articles.
- Utilized analytics and keyword research tools,to analyze search intent and develop headlines off of them.

Freelance Academic Writer

2022

Freelance

Remote

- Conversant with various writing and referencing styles, and tools.
- Track record of unplagiarized content coming up on <10% when run through turnitin
- Successfully written various analysis papers, reflective essays, assignments and press releases.

EDUCATION

BSC Nursing Science

Ongoing

University of Ilorin

Nigeria

- Acquired knowledge about health misconceptions which served as my basis for writing, producing content on health misconceptions in local communities.

TRAINING / COURSES

Fundamentals of Digital Marketing -Google Digital Garage

Students Employability and Enterprise Development Scheme (SEEDS)- Content Marketing Intern

MI

SKILLS

Standard software

Excel · Word · Powerpoint · Access

Analytics Tools

Google Analytics · Semrush ·

Keyword planner · Ahrefs

ACHIEVEMENTS

- ✓ Self developed SEO knowledge through online sources, and courses

And I am still learning and developing my skills

- ★ Website pages I have worked on remain on the first page of search engine results

And they still remain there

- 💎 Effective Time Management

Turned in articles scheduled for 5 days in less than three days, well optimized and written

- 💎 Written and published various articles in various niches

Articles written on health,finance,and various other niches emphasize my versatility

PASSIONS

- 💎 Mahjong

Patience, critical thinking and fun

- 🎨 Photography

"Writing with light". Portrays patience and an ability to visualize engaging written content.