

# PHILIP SIFON EMMANUEL

## CONTENT WRITER

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Content Writer with 1+ years of experience developing strategies and producing high-quality SEO content that engages and converts readers.

### **AREAS OF EXPERTISE**

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Content Creation & Design | Article Writing | Keyword Research | Content Strategy | Search Engine Optimization (SEO) | Social Media Marketing (SMM) | Tech Writing | Reviews | Research

### **NICHE OF EXPERTISE**

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Cryptocurrency | Trading | Finance | AI | Marketing | B2B | Web3 | Cybersecurity

### **WORK EXPERIENCE**

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#### **SEO CONTENT WRITER/EDITOR** – Penwizardry October 2023 - Present

- Written 10 articles related to personal finance and how to make money
- Edited how-to-make-money articles
- Conducted keyword research and applied SEO techniques to make my content rank high on Google

#### **TECHNICAL CONTENT GHOSTWRITER** – CreativePlus Media April 2023 - Present

- Written and delivered 30 articles related to cybersecurity, data centers, VPNs, and digital marketing.
- Conducted thorough keyword research such that 30% of content ended up on the first page of Google Search.

#### **CONTENT WRITER(Freelance)** – Optimus Pro Web3

January 2023 – July 2023

- Wrote and edited 30 articles related to Crypto, AI, web3 for their blog.
- Conducted thorough keyword research using SEO tools like Ahrefs and Surfer SEO, which help content to rank on search engines.
- Collaborated with the Content team in writing and editing the weekly newsletter.

#### **CONTENT GHOSTWRITER** – KhrisDigital Oct 2022- August 2023

- Wrote and delivered 60+ articles related to business, AI software, sales, and marketing.

- Conducted thorough keyword research such that 50% of content ended up on the first page of Google Search.
- Collaborated with the editor to review articles related to AI software.

## **TECHNICAL SKILLS**

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Slack | SurferSEO | Hootsuite | Grammarly | WordPress | Microsoft Office | Google Suite | Capcut | Microsoft Excel | Microsoft Word | Notion | Medium | Canva | Quillbot | SEMrush | Ahrefs | Google Analytics

## **SOFT SKILLS**

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Communication | Teamwork | Active Listening | Organizational skill

## **EDUCATION**

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**BACHELOR'S DEGREE IN ENGINEERING**

2016 - 2021

University of Nigeria, Nsukka