



# SINAMILE MCHUNU

SEO Content Manager

## About Me

I am an experienced SEO Content Manager with a strong background in digital marketing. With a passion for creating engaging and optimized content, I have successfully helped businesses improve their online visibility and drive organic traffic to their websites. My expertise lies in keyword research, on-page optimization, and content management and strategy development.

### Language

- English (native)

### Portfolio Links

- [SEO Content Writing & Editing Portfolio](#)
- [Content Brief Sample](#)

### Contact Details

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## Content Management Experience (4 Years)

### SEO Content Strategists

#### Freelance SEO Content Manager

##### July 2023 - Current

- My duties include creating and implementing efficient content strategies to raise the websites of customers' clients' organic search rankings and online exposure.
- I collaborate with clients to fully grasp their goals and target market before producing captivating, SEO-friendly material that is consistent with their brand messaging.
- I also undertake keyword research, examine website statistics, and keep up with the most recent SEO developments.

### ZeedEX Accounting Firm

#### Freelance SEO Content Manager

##### Aug 2023 - Current

- My main responsibility is to maximize the business's online visibility and increase natural traffic to their website.
- I am in charge of developing and implementing efficient SEO tactics that increase the company's exposure on SERPs.
- I carry out keyword research, examine the competition, and keep track of website statistics to create and carry out content strategies that enhance the company's rating and draw in prospective clients.
- I also work with the marketing team to make sure that the website's content is consistent with ZeedEX's overall branding and messaging.

### TraficSA Digital Marketing Agency

#### Full Time SEO Content Manager

##### Aug 2019 - Sept 2022

- My position was to manage a team of writers and editors to produce and optimize high-quality content that increases search engine rankings and organic traffic.
- I was in charge of developing the content calendar, delegating material to writers and editors, doing keyword research, examining website analytics, and keeping up with industry developments and best practices.
- I was also creating and putting into practice content strategies that complemented clients' aims and goals.

## TOOLS

Wordpress



SEMRush



Ahrefs



Google Workspace



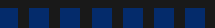
Trello



Google Analytics



Google Search Console



## Hard Skills

Keywords Research



Content Refresh



Content Re-optimization



Editing



Content Strategy



Project Management



Content Marketing



SEO & CRO



## SEO Content Strategy Experience (2.8 Years)

TrafficSA Academy

SEO Content Strategist

Jan 2020 - Sept 2022

- My role was to develop and execute SEO content strategies to improve the organic visibility and ranking of the academy's website.
- This involved conducting keyword research, optimizing on-page elements such as meta tags and headers, and creating high-quality and engaging content that aligned with the company's target audience and objectives.
- I also monitored and analyzed website traffic, rankings, and conversion rates to identify areas for improvement and implement necessary changes.
- Additionally, I collaborated with cross-functional teams, including web developers, designers, and marketing managers, to ensure the implementation of SEO best practices throughout the website and other digital platforms.

## Content Writing & Editing Experience (5 Years)

WebFX Digital Marketing Agency

Research and Tech Writer

Oct 2022 - Sept 2023

- My role was to conduct research and write content for various digital marketing projects at WebFX.
- This involved staying up-to-date with the latest industry trends and technologies, and translating complex concepts into easy-to-understand articles, blog posts, and social media content.
- I collaborated with a team of talented marketers, designers, and developers to create engaging and informative content that resonated with our target audience.
- Additionally, I conducted keyword research and implemented SEO strategies to optimize the visibility and reach of our content on search engines.

Crowd Content

Freelance General & Marketing Content Writer

May 2022 - Current

- My role is to produce high-quality general and marketing content for various clients.
- I am responsible for conducting thorough research, understanding the target audience, and creating engaging and informative articles, blog posts, social media content, and website copy.
- Additionally, I collaborate with clients to ensure their specific needs and preferences are met, while also adhering to SEO best practices and maintaining a consistent brand voice.
- I am skilled in using various content management systems and have a strong understanding of digital marketing strategies.

## Soft Skills

### Communication skills



### Solutions-oriented



### Self-driven work ethic



### Proven organisational skills



### Content Strategy



### Time Management



### Analytical



### Improvisational



## Work References

### Danielle Hargreaves

Marketing VP, ZeedEX  
Accounting Firm

Email: danielle@zeedex.io

### Mark Gabler

COO, SEO Content Strategists

Email:  
mark.gabler@seocontentstrategists.com

### Natasha Davis

Managing Director, TrafficSA

Email: n.davis@traficsa.com

### Trevin Shirley

Marketing VP, WebFX

Email: trevin@webfx.com

### Emily Carter

Content Delivery Lead, WebFX

Email: e.carter@webfx.com

## 1912 Radio

### Freelance Web Content Writer and Editor

Aug 2018 - Nov 2021

- My role was to create engaging and informative web content for various clients in the radio industry. I was responsible for conducting extensive research on different radio topics, including the history of radio, popular radio shows, and emerging trends in the industry.
- This research allowed me to write compelling articles, blog posts, and social media content that captivated audiences and increased website traffic.
- Additionally, I was responsible for editing other writers' work to ensure accuracy, clarity, and consistency in the content.
- This involved proofreading for grammar and spelling errors, as well as making stylistic adjustments to improve readability.
- As an editor, I also provided constructive feedback to help writers enhance their writing skills and meet the clients' expectations.
- Collaboration was a key aspect of my role, as I worked closely with the design and marketing teams to ensure the content aligned with the overall brand strategy and objectives.

## Education

### International university of applied sciences

BA in Digital Business, in progress (2025)

- Online
- Part-time, Flexible

## Certifications

### Google, HubSpot, and Simplilearn

Recently took a fresh course:

- Google Analytics Certified
- HubSpot SEO Certified
- HubSpot Content Marketing Certified
- Advanced Conversion Rate Optimization Certificate

## Self-Improvement

### Start Your Business Training Certificate

National Youth Development Agency | 2018

- Assess Readiness to Start a Business
- The Business Plan
- Reinforce Your Business Idea
- The Marketing Plan
- Hiring and Handling Staff
- Organisation and Management
- Buying For Your Business
- Greening Your Business
- Costing Your Goods and Services



# Content Marketing Certified

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## Sinamile Mchunu

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Oct 4 2023 - Nov 2 2025

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Certification code: dbc5880dd311431ca350554112b4806d

**HubSpot** Academy

*Yamini*  
CEO Yamini Rangan



# SEO Certified

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**Sinamile Mchunu**

The bearer of this certificate is hereby deemed knowledgeable about SEO and capable of optimizing a website to perform well in search engines.

Valid from: Oct 4 2023 - Nov 2 2024

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Certification code: 61578c3905d64ef29d7bb1734eeca5c1

**HubSpot** Academy

*Yamini*  
CEO Yamini Rangan

**Congratulations!**



# Google Analytics Certification

Completed by Sinamile Mchunu on October 4, 2023

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Congratulations, you are now certified in Google Analytics.

Completion ID: 210350782 Expires: October 4, 2024