



SINAMILE MCHUNU

SEO Content Writer & Manager

About Me

I am an experienced SEO Content writer and 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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South Africa, 1709

www.sinamilemchunu.online

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 Stuff
- Organisation and Management
- Buying For Your Business
- Greening Your Business
- Costing Your Goods and Services

Hard Skills

Skills Include the following:

- Project Management
- SEO & CRO
- Keywords Research
- Content calendar and briefs management
- Workflow management
- Wordpress user management

Tools & AI

Wordpress



Google Analytics



Ahrefs



SEMRush



MOZ



HubSpot



Google Search Console



Trello

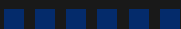


Soft Skills

Communication skills



Solutions-oriented



Self-driven work ethic



Proven organisational skills



Content Strategy



Time Management



Analytical



Improvisational



Work Experience (4+ Years)

WebFX (Digital Marketing Agency)

Research and Tech Writer

Oct 2022 – Sept 2023

My Roles and Responsibilities Included the following:

- Conducting in-depth research on industry-related topics in order to develop original content.
- Developing content for blogs, articles, and service pages.
- Re-optimizing poorly performing content to boost rankings.
- Proofreading content for errors and inconsistencies.
- Editing and polishing existing content to improve readability.
- Verifying information and data sources.
- Conducting keyword research and using SEO best practices to create content that boost traffic to the company website.
- Creating meta tags, compelling headlines, and body copy that capture the attention of the target audience.

Crowd Content

Freelance General & Marketing Content Writer | Part-Time

May 2022 – Current

My Roles and Responsibilities Include the following:

- Producing high-quality general and marketing content for various clients.
- Conducting thorough research and creating engaging and informative articles, blog posts, social media content, and website copy.
- Collaborating with clients to ensure their specific needs and preferences are met, while also adhering to SEO best practices and maintaining a consistent brand voice.

ZeedEX Accounting Firm

Freelance SEO Content Manager | Independent Contractor

May 2023 – Nov 2023 (6 months Contract)

My Roles and Responsibilities Included the following:

- Conducting keyword research and analysis to identify target keywords for service pages, blog posts, sales collateral, and lead magnet materials.
- Creating and managing content calendars to ensure consistent and high-quality content production
- Developing content strategies to improve organic search rankings and drive traffic to websites.
- Monitoring website performance using analytics tools and making recommendations for improvements.
- Staying up-to-date with industry trends and algorithm changes to continuously refine SEO strategies.
- Keeping the client updated on the progress and results of their content marketing efforts through regular reports and meetings.

Work References

Trevin Shirley

Marketing VP, WebFX

Email: trevin@webfx.com

Emily Carter

Content Delivery Lead, WebFX

Email: e.carter@webfx.com

Danielle Hargreaves

**Marketing VP, ZeedEX
Accounting Firm**

Email: danielle@zeedex.io

Natasha Davis

Managing Director, TrafficSA

Email: n.davis@traficsa.com

TrafficSA Digital Marketing Agency

Senior Content Writer | Full Time

June 2019 – Aug 2022

My Roles and Responsibilities Included the following:

- Conducting in-depth research on industry-related topics in order to develop original content.
- Developing content for blogs, articles, product descriptions, social media, and the company website.
- Assisting the marketing team in developing content for advertising campaigns.
- Proofreading content for errors and inconsistencies.
- Editing and polishing existing content to improve readability.
- Conducting keyword research and using SEO best practices to increase traffic to the company website.
- Creating compelling headlines and body copy that will capture the attention of the target audience.
- Identifying customers' needs and recommending new content to address gaps in the company's current content..

1912 Radio

Freelance Web Content Writer | Part-Time

Aug 2019 – Nov 2021

My Roles and Responsibilities Include the following:

- Creating new content in various web-friendly formats
- Proofreading content before it is published online
- Increasing the value of the station's web presence
- Performing background research as needed
- Following in-house formatting standards

Please see my certifications on the next pages.



Content Marketing Certified

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

Certification code: dbc5880dd311431ca350554112b4806d

HubSpot Academy

Yamini
CEO Yamini Rangan



SEO Certified

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

Certification code: 61578c3905d64ef29d7bb1734eeca5c1

HubSpot Academy

Yamini
CEO Yamini Rangan

Congratulations!



Google Analytics Certification

Completed by Sinamile Mchunu on October 4, 2023

Congratulations, you are now certified in Google Analytics.

Completion ID: 210350782 Expires: October 4, 2024