

BLESSING PETER ESSIEN

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SUMMARY

Enthusiastic SEO writer with two years of experience creating SEO optimized content that drives original traffic. Skilled in using Canva for graphic design and video editing. Seeking to leverage my skills in keyword research, content creation and analytics to contribute to the successes of your company.

WORK EXPERIENCE

@rythmfiend.com

October 2022 - May 2024

Writing under the alias of "mock.sprite.white"

- Meticulously conducted keyword research utilizing tools like Google Keyword Planner, answerthepublic.com, and SEMrush to pinpoint high-traffic keywords.
- Executed a comprehensive SEO audit on rythmfiend.com, addressing and rectifying technical SEO issues, resulting in enhanced search engine rankings and a notable 30% surge in organic traffic.
- Produced captivating graphics and edited promotional videos for a social media campaign using Canva, fostering a remarkable 50% surge in user engagement and a 15% increase in followers.
- Monitored website performance using Google Analytics to fine-tune content strategies for optimal results.
- Implemented on-page SEO strategies such as meta tag optimization, internal linking, and alt text for images.
- Crafted visually appealing graphics and edited videos for blog posts and social media platforms through Canva, elevating the visual aesthetics and driving increased engagement.

EDUCATION

Bachelor of Economics

November 2017 - March 2022

Ritman University, Akwa ibom state, Nigeria.

- Major in Economics
- Thesis on "The Impact Of Deficit Financing On The Nigerian Economic Growth".

ADDITIONAL INFORMATION

Technical Skills:

- SEO Tools; Google Keyword Planner, SEMrush, Ahrefs,
- Content Management Systems: WordPress
- Analytics Tools: Google Analytics, Google Search Console
- Graphic Design & Video Editing: Canva
- Writing and Editing: Blog posts, Articles, Web content, Social media posts
- Technical Skills: HTML, CSS basics, Microsoft Office Suite
- Soft Skills: Strong communication, Attention to detail, Team collaboration.

Languages: English

Certifications: Google Analytics for beginners Certification (2024)