

REIN

RooCruit

SEO & Content Specialist

South Africa

PROFESSIONAL SUMMARY

Versatile freelance content specialist with extensive experience in the iGaming, insurance, and hospitality industries. Expert in creating high-impact content for sports, news, and technology sectors while excelling in publisher relationship management and media buying negotiations. With a strong background as an SEO Analyst, I leverage data-driven insights and technical metrics to deliver outstanding organic growth and content reach even under high-pressure environments.

KEY SKILLS

- SEO Strategy & Data Analysis
- Copywriting & Content Creation
- Media Buying & Negotiation
- Project & Team Management
- Ahrefs, SEMrush, & Google AdWords
- WordPress Management
- Relationship Building & Networking
- A/B Testing & UX Optimization

PROFESSIONAL EXPERIENCE

Media Buying and Content Consultant

March 2016 – Present

Major International Betting and Financial Services Group

- Develop engaging news and sports content for partnered publishers, ensuring high-quality articles align with target audience demographics.
- Conduct comprehensive analysis of metrics for potential publishers using SEO tools and analytics platforms to assess suitability for advertising campaigns.
- Identify and forge relationships with new publishers in untapped regions, expanding the reach of content distribution.

- Execute media buying strategies to strategically place content and maximize exposure across various platforms.
- Collaborate with translators and graphic designers for seamless localization of content, maintaining cultural relevance.
- Manage end-to-end content processes, including proofreading and editing to maintain impeccable quality standards.
- Facilitate monthly performance reviews with SEO teams to analyze metrics and identify future partnership opportunities.

SEO Manager and Media Buyer

January 2013 – June 2015

Specialist Digital Marketing Agency

- Utilized SEMrush and Ahrefs to analyze data and identify strategic partners for media buying and SEO purposes.
- Established strong relationships with advertising partners through effective communication and negotiation.
- Conducted A/B testing and improved website information architecture to enhance user experience (UX) and content discoverability.
- Implemented responsive design techniques to ensure mobile optimization across web properties.
- Managed media buying through both direct publishers and indirect agencies, utilizing PPC and AdWords.
- Maintained WordPress sites and managed social media channels to bolster brand visibility.
- Prepared biweekly reports for directors regarding keyword rankings, performance metrics, and tactical content plans.

Copywriter

January 2010 – November 2012

International iGaming Content Provider

- Crafted informative and engaging reviews for various global brands, showcasing features, games, and promotions.
- Ensured strict adherence to brand guidelines, grammar, and style consistency across all written output.
- Developed SEO-friendly blog and website content to drive organic traffic and user engagement.

- Collaborated with affiliate managers to refine quality based on direct feedback and market performance.

Magazine Sales Consultant

September 2005 – November 2009

National Media and Publishing House

- Sold magazine advertising space using professional telesales techniques and lead conversion strategies.
- Managed account queries and provided high-level customer service to maintain long-term client satisfaction.
- Collaborated with clients to plan advertising campaigns aimed at maximizing ROI.
- Advised clients on advertisement design, layout, and strategic placement for optimal impact.

Bar Supervisor

March 2003 – May 2005

Leading UK Hospitality Group (London)

- Responsible for staff supervision and general operational duties.
- Managed stock taking and procurement processes.

LANGUAGES

- English

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