

MAYOWA DUROJAIYE

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SEO CONTENT WRITER & MANAGER

Professional freelance content writer with 5+ years of experience and a proven track record in content optimization, SEO strategies, and problem-solving. Recognized for increasing content engagement, improving website performance, and boosting organic traffic.

WORK EXPERIENCE

Zentury Media • London, England • 09/2025 - Present

New Era of ■ SEO ■ Link Building ■ Content Marketing: Zentury is a streamlined marketplace where you can order high-quality link placements, SEO articles, and copywriting services all in one place, with full transparency and speed.

iGaming Content Writer • Freelancer

- Enhancing brand recognition by crafting and proofreading 20+ articles monthly, ensuring alignment with organic link placements and audience engagement within a month.
- Boosting client page rankings by 28% on target keywords via intent-led outlines, internal linking, and schema basics.
- Increasing order throughput by 38% by standardizing briefs, templates, and SOPs for SEO articles and link placements.

BetBrothers • Spain • 07/2025 - Present

BetBrothers is an affiliate marketing platform dedicated to connecting players with licensed, trusted sports betting operators in the regulated markets. They focus on responsible gambling, engaging content, and building long-term value for both users and partners.

Senior Content Writer • Freelancer

- Increase organic traffic by 55% by writing SEO-optimized content.
- Review and edit the contents to ensure accuracy and clarity of the company's values and guidelines.
- Improve content production by 50% through analytical skills.

Onechoice_nutri • Chicago, U.S • 07/2022 - 12/2024

Freelance Writer & Editor • Freelancer

- Minimized content errors by 45% through precise text editing and optimization techniques.
- Improved site performance by 40% with advanced SEO strategies and optimization techniques.
- Accelerated content production by 35% through streamlined web writing and analytical skills.

Cryptobet • France • 05/2020 - 10/2023

Senior Content Writer • Freelancer

- Increased organic traffic by 35% by writing engaging and informative content tailored to my company's audience.
- Improved conversion rate by 45% by maintaining a consistent brand voice that resonates with the target audience and aligns with the company's values.
- Reviewed and proofread the contents to ensure accuracy and clarity of the company's values and guidelines.

EDUCATION

Bachelor of Science - BSc in Microbiology

Obafemi Awolowo University

PUBLICATIONS

How Technology Is Changing the Way Rugby Fans Engage with the Game • 09/2025

Ruck

Authored a Rugby Internal Linking article on Ruck website with lead conversion and readability of over 72% in three weeks

Bet99 Casino Ontario Review in 2025 • 08/2025

Casino Brothers

Authored a casino review article on the CasinoBrothers website that got 50% conversion within a month of publication

SKILLS

Analytical Skills, CMS (WordPress, Content Audit & Gap Analysis, Google Search Console, Headless CMS), Internal Linking Strategy, Keyword Research & Topic Clustering, Link Quality Assessment, Long-Form SEO Writing, On-Page SEO, Organization skills, Phone Etiquette, Search Intent Mapping, Thought Leadership & Case Studies, UX Writing, Version Control for Content