

Muyiwa Adekojede

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Career Objective

I work and train myself every day to be the best in Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Social Marketing. I am a data-driven digital marketer with an unshakable, ever-daring passion for technology, digital marketing, content creation, and most especially artificial intelligence.

Capability

Soft Skills

- Communication
- Researching
- Creative problem solving
- Prioritization
- Analytical thinking
- Tenacity
- Teamwork
- Sense of Humor

Hard Skills

- SEO
- Marketing
- Keyword Research
- Page Speed Optimization
- Link Building
- Mobile SEO
- Data Analysis
- Information Extraction
- Local SEO
- Technical SEO
- Backlink Analysis
- On-page SEO
- Content Writing
- Content Optimization

Tools

- Google Analytics
- Google Search Console
- Google My Business
- Google Data Studio
- Google Tag Manager
- Google Trends
- Screamingfrog
- SEMrush
- Moz
- Ahref
- Frase.io
- MarketMuse
- The Hoth
- Content King
- AWT
- Keyword Cupid
- Inlinks
- Google Sites
- WordPress
- Wix
- Google Drive
- Canva
- Copy AI
- MailChimp
- Microsoft Excel

Programming Languages

- HTML
- Javascript
- CSS

Professional Experience

Pearl Lemon Group

London, UK

SEO Specialist & Head of Link Building - SEO Team

Dec

May 2023 – Sept 2024

- ❖ Worked with clients across various industries, including **cosmetics**, cars, gaming, digital marketing, yoga, **medicine**, diamonds, energy, **law**, and more.
- ❖ Produced and maintained link networks for **up to 20** foreign clients, including Link swap, Niche Edits, Social Bookmarking, Web 2.0 Submissions, PDF Submissions, Local Citations, and Guest Posting.
- ❖ **Solved various Google My Business issues**, created and managed local listings for internal websites, and set up and managed internal links using Rankmath.
- ❖ Led training **to teach other SEO executives and interns** keyword research, link building, site audits, and more.

Achievements

- ❖ Upon promotion, I **worked as the Head of Link Building** for multiple clients and internal sites, towards the implementation of web 2.0 properties, local citations, and business listings created by other SEOs and interns which **led to more than dozens of lead generations** per day.
- ❖ **Led PR initiatives** to build better link networks which encompasses content creation, including writing testimonials, creating press releases, and producing content for PR purposes.
- ❖ **Merged 550+ pages** to enhance site structure and SEO performance.

Abydos SEO (partnering with GuinRank)

London, UK

Search Engine Optimization Intern - Content & Technical Team

March 2022 – April 2020

Mastered how to create topical depth into web content using information extraction with NLP within ethical and white SEO practices. This also led me to discover a wide range of strategies to promote the content produced.

Achievements

- ❖ Grew to become an SEO mavin on Quora, Reddit, and Facebook after working hand-to-hand with a JURY of MENA Search Awards 2021.

The Freelance Coalition for Developing Countries

London, UK

SEO Content Writing Training

March 2022 – April 2020

- ❖ Each week, I submitted search-engine-optimized content to the head of content at an SEO agency in the UK for review in order to have a better understanding of the following; matching user intent with SEO, usage of the 6 heading styles, and how to double down conversions with conclusions or call-to-actions.
- ❖ Took sessions on how to create topic clusters and SEO-focused editorial calendars for blogs to achieve marketing goals such as getting leads and high organic visits.

Achievements

- ❖ Gained **10X** more SEO experience in technical SEO and content SEO in just one month learning at FCDC than I have in the past two years on my own.

Digi Hind Private Limited

Haryana, IN

SEO News Writer - Content Team

Sept 2021 – Dec 2021

- ❖ Started as a news writer covering world politics, economics, business and stories, but was later assigned to write news with SEO checklists in order to scale news website's ranking on search engine results pages (SERPs).
- ❖ Afterward, I was reassigned to increase the online presence of an anime-focused website. As a result, I worked on the creation of content for anime series, manga shows, and features with the inclusion of relevant entities, internal links, and focus keywords.

Achievements

- ❖ Produced content consistently for 4 months, leading to over 166,800 organic visits and still counting.
- ❖ Participated in a content production campaign that increased organic visits from over 1k to 4k on one of the company's baby websites.

Side Project

- ❖ Designed a niche website from scratch with a good site structure, and navigation for an excellent user experience (UX).
- ❖ Used Ahrefs Webmaster Tools to perform **site audits**, and scan SEO issues to maintain an excellent site's SEO health.
- ❖ Pinpointed unapparent website weaknesses such as broken or large images, orphanage pages, duplicated pages, etc. every month. Implemented actionable optimization ideas to improve the site's organic performance with SEMrush and MarktMuse On-Page SEO tools.

Achievements

- ❖ Created unique, in-depth content on a niche website – with **0.9 D.A** – and earned **Google number 1 rankings** and some **Wikipedia backlinks**.
- ❖ Acquired more than 700k clicks with millions of impressions with a 9-month-old niche site while outperforming and outranking competitors such as Marca, a **93 domain authority** website on the search result pages (SERPs).

Education and Training

- ★ Social Media Marketing Certification I by HubSpot — 2024
- ★ Digital Marketing Strategy by University of Edinburgh Business School — Nov 2024
- ★ Fundamentals of Digital Marketing by Google — Nov 2024
- ★ Complete SEO Course From Beginner To Professional by Mark Williams-Cook, CEO of AlsoAsked — 2018
- ★ Entity SEO for Content Writer by Dixon Jones, CEO of inLinks — March 2022
- ★ Inbound Marketing Certification at HubSpot Academy — February 2019
- ★ Content Marketing Certification - HubSpot Academy — July 2019
- ★ Bachelor in Social Works - University of Lagos — 2018 – 2024

Interests and Hobbies

- Testing new SEO techniques
- Gaming
- Data analysis
- Football enthusiast
- AI and Innovation Addict
- Reading
- Family