

HILLARY LWALA

SEO Copywriter

Nairobi, Kenya

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PROFESSIONAL SUMMARY

Creating written content for different digital platforms has been my primary focus for the last decade. However, my passion for story telling has pushed me to dabble in other mediums like 3D animation and video editing, skills I hope to explore throughout the next chapter of my career.

EMPLOYMENT HISTORY

❖ Senior Copywriter & Head of Content @ Reactionpower

Nov 2023 — May 2024 : Santa Monica, CA

- Copy editing web and social media content.
- Collaborating with the SEO team, Head of Marketing, and Creative Director on content ideation, keyword research, and content marketing strategies.
- Writing Web, Email, and Social Media Copy.

❖ Junior Copywriter @ Reactionpower

Oct 2023 — Nov 2023: Santa Monica, CA

- Writing blogs
- Polishing Web-copy
- On-page SEO optimization for web-content

❖ Marketing Associate @ Reactionpower

June 2023 — Sept 2023 : Santa Monica, CA

- Writing Blogs

❖ Freelance SEO Copywriter/ Creative Writer

Jan 2014 — Present

- **S.E.O Writing:**
Performing on-page optimization.
Conducting keyword searches.
Elevating content structure to prime web pages for conversions.
- **Technical Writing**
Written for technology, business, marketing, healthcare, and law websites, turning complex concepts and terminology into consumer-friendly content.
- **Research Writing**
Worked as a writer and editor for PhDs and academic journals.
- **Creative Writing**
Done a few dozen short stories for various online publishing houses.

EDUCATION

❖Taita Taveta University

Bachelor of Business Information Technology

SKILLS & SOFTWARE

Copywriting (Web, Email, & Social Media)	<i>Expert</i>	Product Visualizations (Physical and Digital): Blender	<i>Proficient</i>
Technical Writing (Whitepapers & Case Studies)	<i>Expert</i>	Motion Graphics: Blender	<i>Proficient</i>
Creative Writing	<i>Expert</i>	Character Animation: Blender	<i>Proficient</i>
Search Engine Optimization: SEMrush	<i>Expert</i>	Video Editing: Davinci Resolve & CapCut	<i>Proficient</i>

LANGUAGES

English

Native speaker

Kiswahili

Native speaker

LINKS

