

Content Writer/Copywriter portfolio

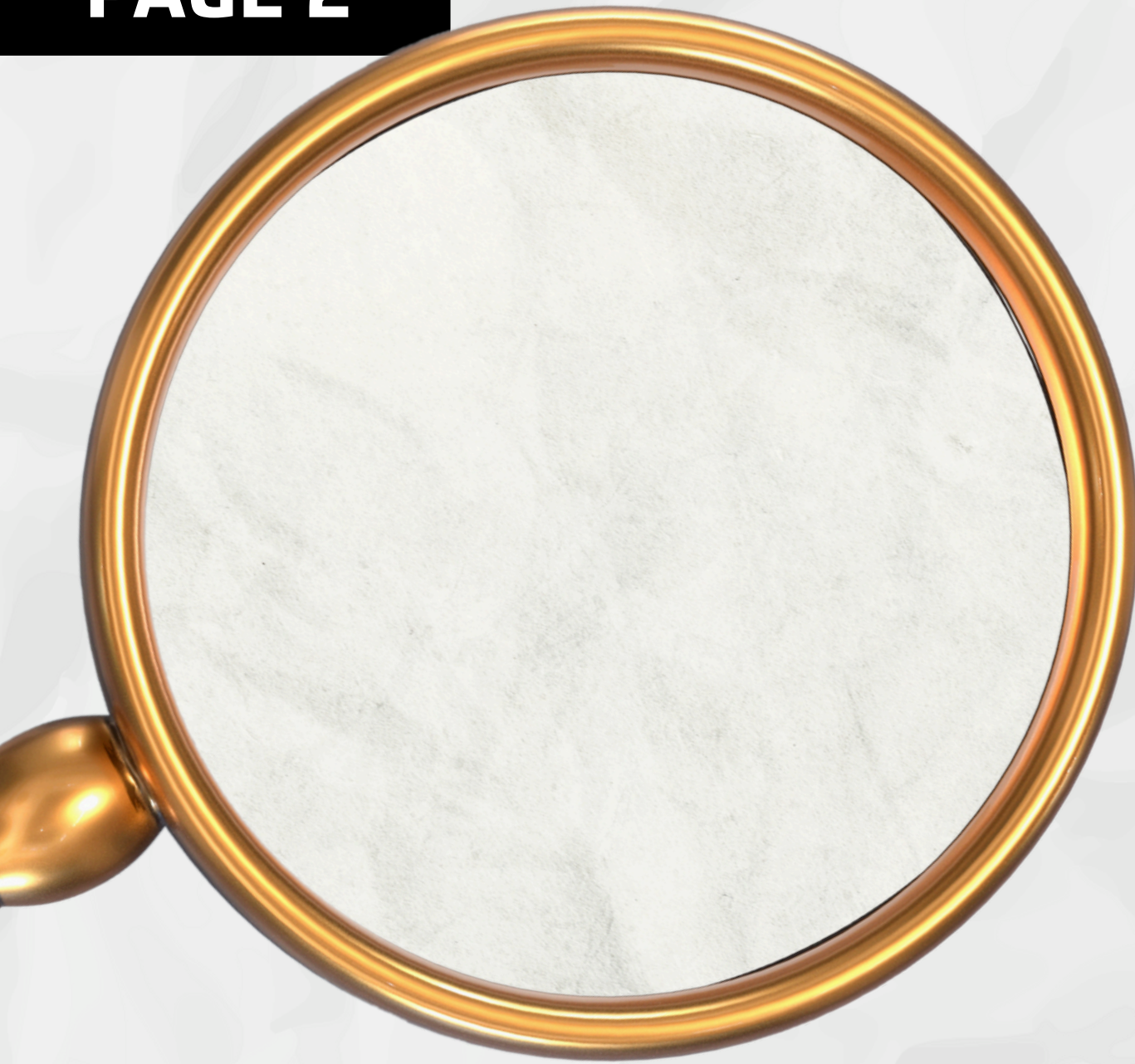


Ezekiel Maina

CONTENT THAT RANKS, COPY THAT CONVERTS

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I'm Ezekiel Maina. I help SaaS startups and marketing agencies scale SEO-driven content that ranks, attracts, and converts, saving them from wasting hours briefing freelancers or guessing what works.

With six years of experience, I combine storytelling and strategy to deliver blog posts, product copy, and web content that aligns with business goals. My writing is backed by performance: **I grew my website's organic traffic by 992% in three months**, and client pieces consistently drive steady organic visits (Ubersuggest-verified).

I also bring hands-on experience with Google Ads and Meta Ads to support full-funnel growth.

Clear words. Real impact.

EDUCATION & CERTIFICATIONS



EF set English certificate: 79/100



SEO Writing Masterclass: Surfer Academy



Content Marketing Certifications: HubSpot
Academy



Modern Copywriting: Udemy Academy
2022

MY RESUME



Bachelor of Arts in Communication and
Media Technology

- **Grammarly**
- **Ubersuggest (SEO)**
- **Google Ads**
- **Meta Ads Manager**
- **Notion & ClickUp**
- **Trello & Microsoft**
- **Originality.ai**
- **Gumroad**
- **Google Analytics**
- **AnswerThePublic**
- **WordPress**
- **Google Docs**
- **Slack, Google Meet, & Zoom**
- **Google Search Console**
- **Semrush (SEO)**

TOOLS



SKILLS

☐ Website copywriting☐ Keyword Research☐ Editing & Proofreading☐ Sales & Ad copy☐ Brand Voice Development☐ Organic Content Creation☐ Website copywriting☐ Analytics Interpretation☐ Visual Content Briefing☐ Content Performance☐ Tone & Style adaptation☐ Blog Writing☐ B2B & B2C copywriting☐ Social Media Captions☐ Audience analysis & target☐ Email Marketing☐ On-page Optimization☐ Competitor☐ Content Analysis☐ Photography Knowledge☐ SEO and AI optimization☐ Data Management

INDUSTRIES

- Real estate
- Digital marketing (SEO, email marketing, email outreach)
- Career development
- Freelancing
- Food & Travel
- Home improvement (interior design, cleaning, gardening)
- Technology
- Automotive





SERVICES



Web Copy



I have solid experience crafting high-converting web copy that drives engagement, boosts on-site time, and compels action. From landing pages and service pages to product reviews that build trust and conversions, each piece is strategically written to speak to buyer intent and move users closer to the sale



SEO Optimization



Attract traffic with SEO articles optimized for search and crafted for humans. Several of my articles (both for my website and clients) rank in the top 5 for competitive keywords and continue bringing in organic traffic.. I also track performance and keep optimizing to improve the positions



Meta Ads & Google Ads



Get seen by the right people on a larger scale and turn more of them into customers with laser-targeted Google and Meta ads. I track the data, refine every campaign, and focus on two things: boosting your conversions and maximizing your ROI.



Blog Writing



I write blog posts and articles that pair strategic SEO and storytelling to hook readers, keep them scrolling, and bring them back for more, all while growing your authority and trust in your specific niche.

CLIENT: HOUSE DIGEST

ROLE: SEO Content Writer

Top-Performing Articles

- Mix These Two Powerful Ingredients to Defeat Spiders: Ranks **#1** for "can ammonia kill spiders" and "will ammonia kill spiders" and drives **organic traffic of 204/month**
- The Minty Scent That'll Send Rabbit Hopping Away From Your Yard: Ranks **#1** for "does peppermint oil repel rabbits", **#2** for "does peppermint deter rabbits," and **#3** for "do rabbits like peppermint," and attracts about **170 visits per month**
- The Secret To Growing the Best Tomatoes Is Already Sitting In Your Kitchen Cabinet: Sits at position # 3 for "baking soda spray for tomato plant" and "is baking soda good for tomato plants" and position # 5 for "tomato plants and baking soda" and "baking soda in tomato plants". It records **monthly organic traffic of 140**.



BLOGS / ARTICLES

Skills Demonstrated:

- Keyword research and placement
- Writing for search intent
- On-page SEO(headings, metadat, internal links)
- Sourcing visuals and adding alt texts



Impact: 40+ articles ranked on Page 1 of Google results, many for multiple keywords, consistently bringing in qualified organic traffic and building long-term search visibility.



SERVICE/PRODUCT PAGES

1. Santa Clarita Homes for Sale: Recorded **monthly organic traffic of 126** and currently ranks **#9** for "scv real estate," **#11** for "real estate santa clarita california," **#12** for "santa clarita ca real estate," and **#14** for "homes for sale santa clarita"
2. Plumber in Thousand Oaks, CA: Holds the **#5** spot for "plumber Thousand Oaks" and "plumbers Thousand Oaks CA," and pulls in steady organic traffic of **85 visitors monthly**
3. Drain Cleaning professionals in Thousand Oaks, CA: Ranking just outside the first page for high-intent keywords like "drain cleaning Thousand Oaks" (**#11**) and "Thousand Oaks drain cleaning" (**#12**)
4. Political Text Messaging: Secured top 10 positions for high-intent keywords like "political texting service" (#7), "political text messaging service" (#7), and "political campaign texting service" (#10)
5. Canoga Park, CA, Computer Repair Services: Sits at position **#2** for "computer repair canoga park" and **#5** for "computer repair in canoga park"
6. Medical Courier Service: Ranks **#2** for "medical courier companies in maryland" and "medical courier maryland" and **#5** for "medical courier virginia"
7. Venture Debt Collection Agency: Achieved top #4 rankings for "ventura collections" and "ventura county collections," plus a top 13 spot for "ventura collection"



ADDITIONAL BLOG POSTS

1. Types of Medical Walkers and Rollators: Top #3 rankings for "different types of walkers," "different walkers," "types of walkers," "types of walkers for elderly," and "types of walkers for adults"
2. Market Analysis for Flipping Properties: Spot Deals Without Guesswork
3. Georgia's Most Iconic Painters: Holds top **#5** spots for "famous georgia artists," "famous georgian artists," and "georgian artists"
4. The Best Restaurants in Temecula, CA: Attracts **58 organic visits/month**, despite ranking on 2nd and 3rd pages for keywords like "nice restaurants in temecula california," "top temecula restaurants," "temecula dining," and "dinner in temecula"
5. Funny & Unhinged Email Sign-Offs: Brings a fair share of organic traffic while ranking in pages **#2** and **#3** for "unhinged email greetings," "unhinged email sign offs tiktok," "chaotic email sign offs," "funny aggressive email sign off," and "funny ways to sign off an email"
6. How To Unlock Payoneer \$25 Bonus: Currently ranks #3 for "Payoneer sign up \$25" and #6 for "Payoneer \$25 bonus," consistently driving qualified organic traffic to my site



PRODUCT REVIEWS

Best Long-Range Electric Scooters



DJI Mavic 4 Pro Review



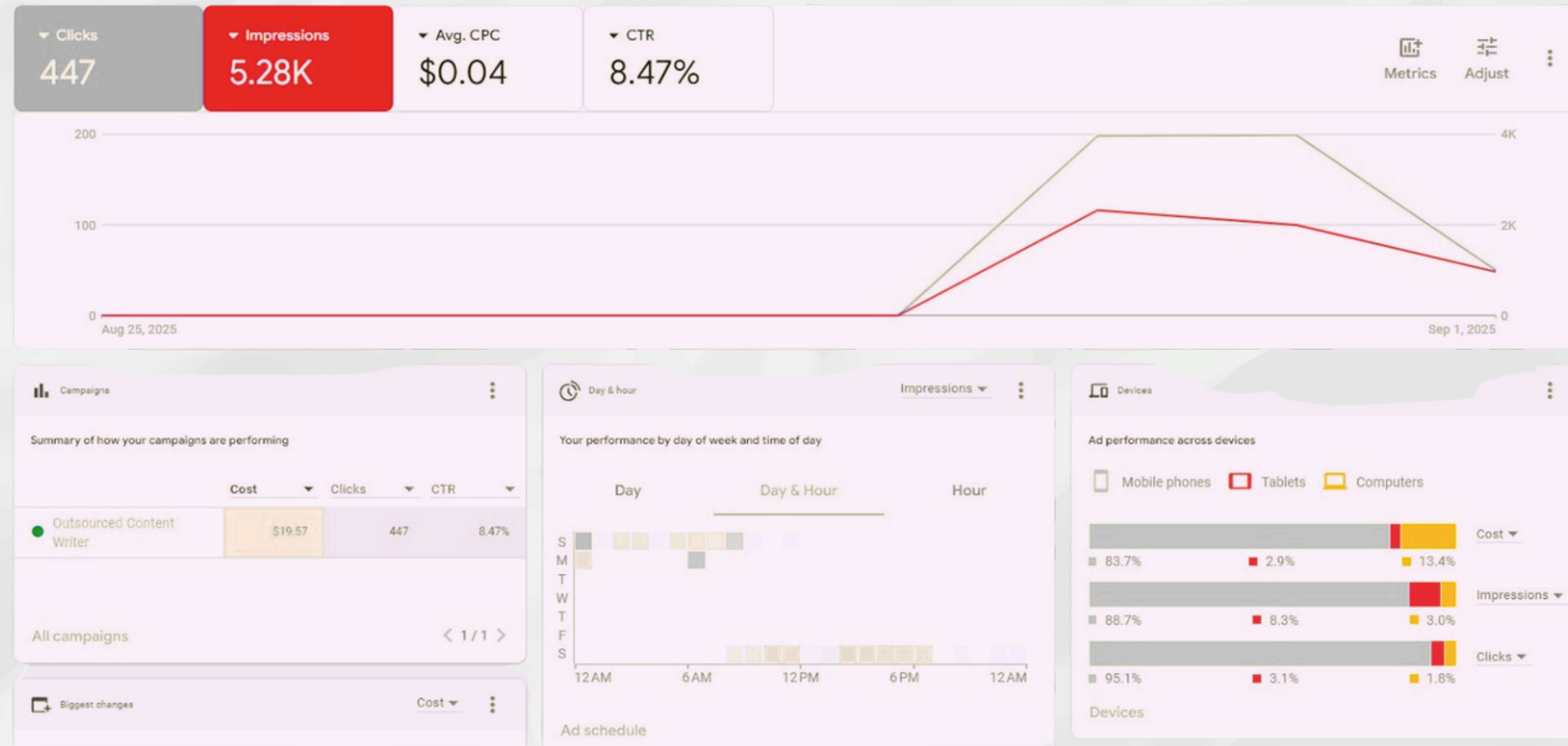
Best Skincare Products on Amazon



Sony XM6 Headphones Review



GOOGLE ADS



RESULTS:

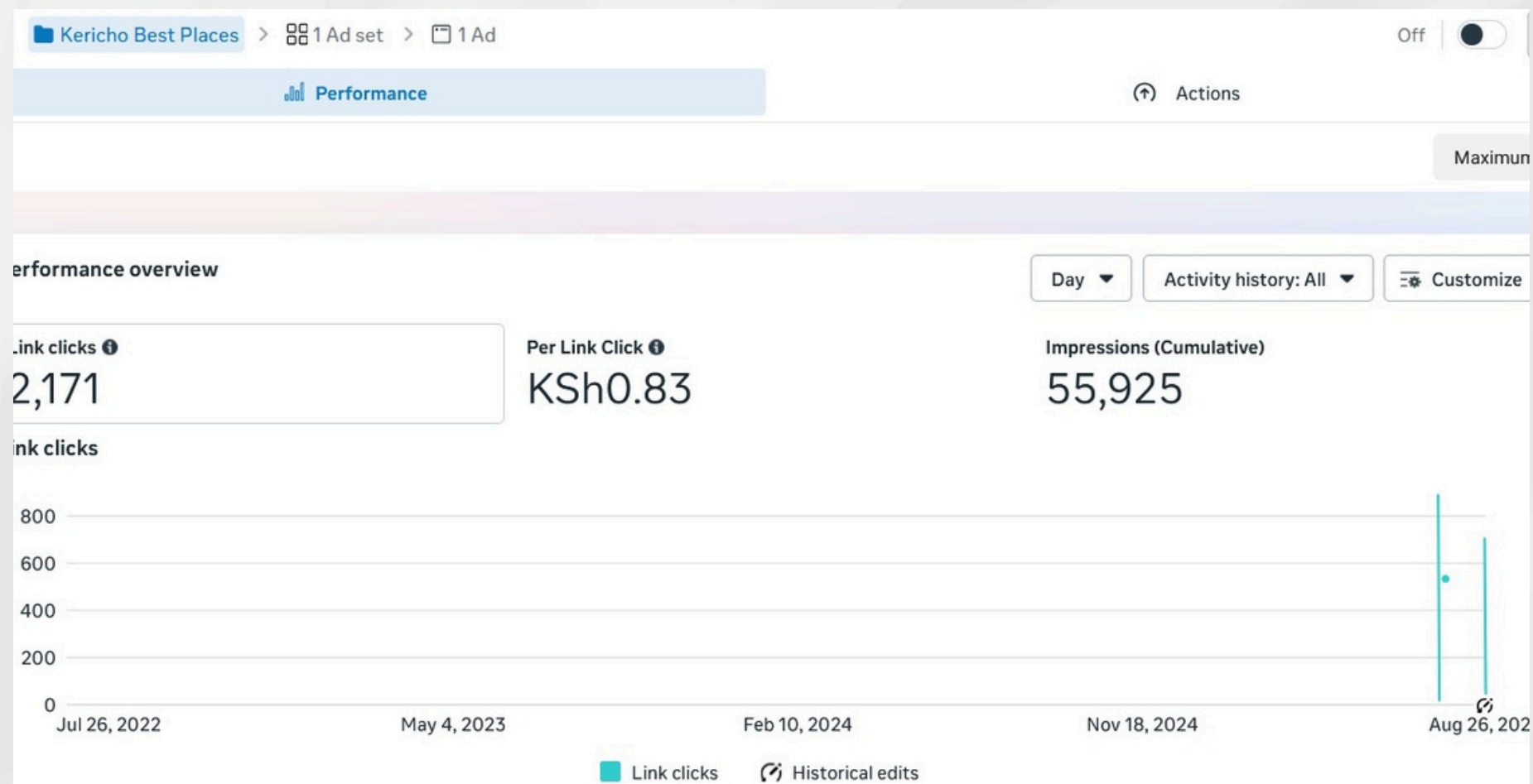
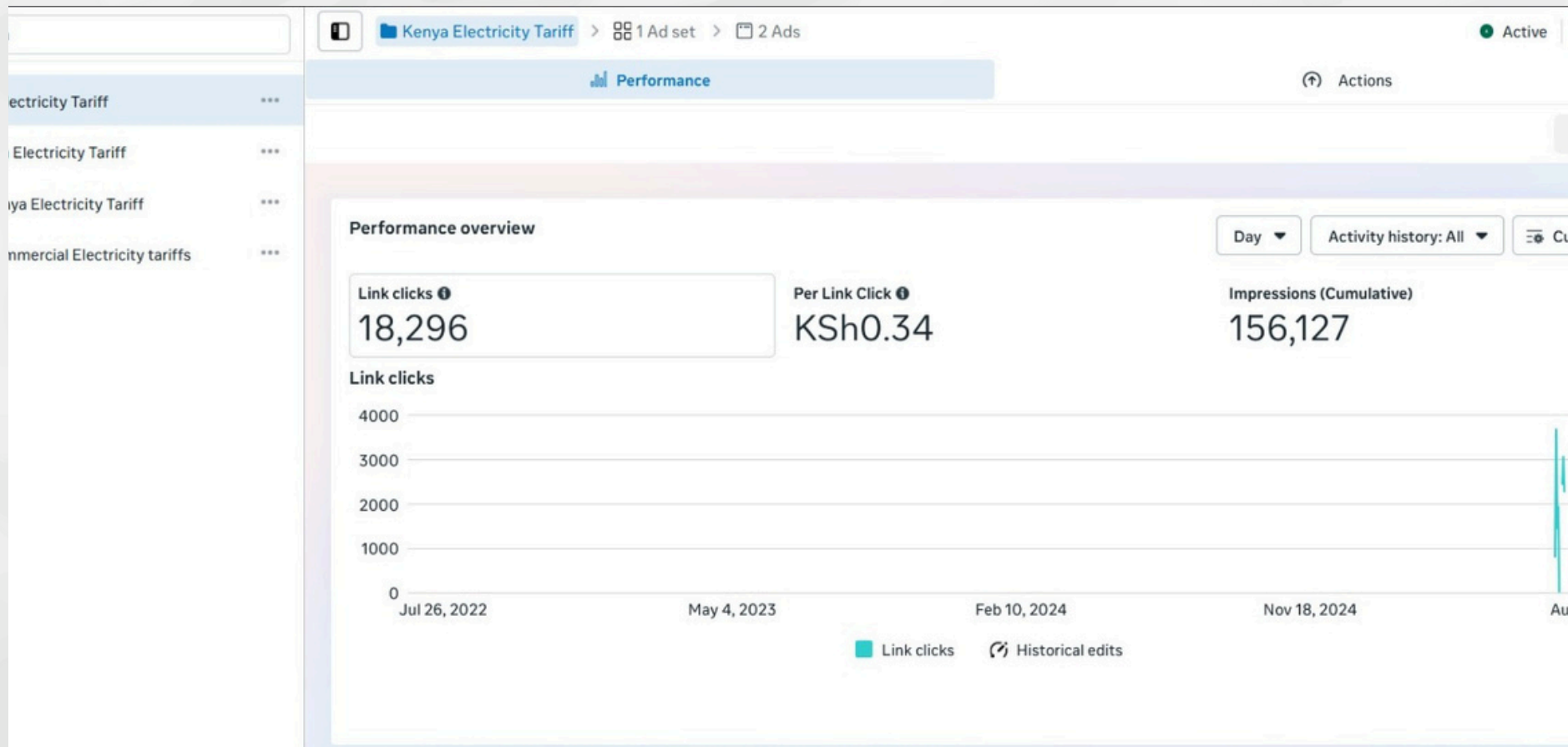
- **8.47% CTR (Industry Average: 3.17%)**
- **1,220 Actions from a recent campaign**
- **447 Clicks at \$0.04 CPC**
- **Campaign targeted the US, UK, Netherlands, Australia, South Africa & Kenya**

Skills Demonstrated:

- Keyword targeting
- Ad copywriting
- A/B testing
- Performance tracking
- Campaign optimization

META ADS

I managed a Meta Ads campaign that delivered 18,296 link clicks from 156,127 impressions, achieving a strong click-through rate (CTR) of 11.7% and an exceptionally low cost-per-click (CPC) of just KSh 0.34. This performance reflects precise audience targeting, compelling ad creative, and strategic budget optimization, which maximized reach and engagement at minimal cost.



With a clear focus on precision and performance, I executed a Meta Ads campaign that drove 2,171 link clicks from 55,925 impressions, maintaining a low CPC of KSh 0.83. The campaign fueled real growth without overspending by narrowing in on the right audience segments and fine-tuning delivery.

CLIENT TESTIMONIALS



Erica Sell, Harmony Home Medical

Master of His Craft

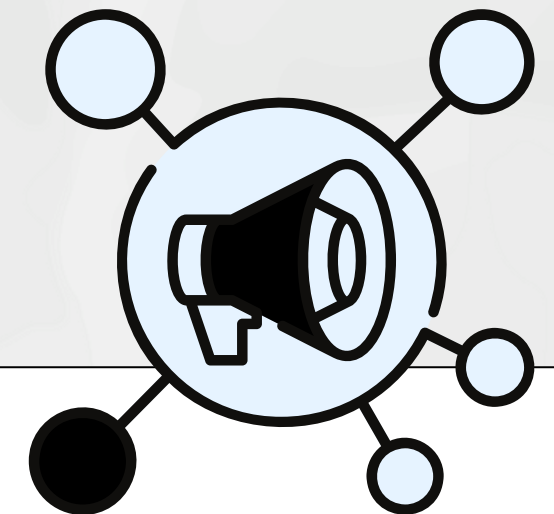
"...Ezekiel was not from that pack! He spent time researching the topics I gave him and returned blog articles that were very in-depth with correct knowledge and keywords, of course! He spent time getting the right content, then put it into the right format for my needs. He really does an amazing job."



Kelly O'Hara, Copy Goals

Outstanding Content Creator

"We needed content writers who could simplify that for job seekers without losing credibility. Ezekiel was one of those people who nailed that balance. ... his tone was always on point: friendly, informative, trustworthy, and unmistakably on-brand. That consistency made a big difference in how users interacted with our content and how we presented ourselves as a brand."



Brandon Hill, Bizness Professionals

Delivered Great Writing

"From the beginning, I could tell Ezekiel was a professional. He presented himself well, understood his initial assignment, communicated clearly and promptly, and delivered great writing. Since the start of our partnership, he has maintained his excellent work and has adjusted to any request I have had."

**Let's
work
together!**



CONTACT



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Kenya, Available to work in timezones



LinkedIn