AI-native content leader · B2B SaaS · SEO, GEO and content operations

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Nigeria · EMEA hours

PROFILE

AI-native content and growth leader with 10+ years building organic acquisition for B2B SaaS. I combine hands-on writing with content strategy, SEO/GEO, product marketing, conversion optimization and distributed team leadership. My work has generated thousands of product signups and made organic a client's largest acquisition channel. I also build practical AI workflows for research, content briefs, internal linking and AI visibility, with human review and quality ownership at every stage. I am now looking to focus this experience inside a product company where content, AI and customer insight can compound at scale.

SELECTED BUSINESS IMPACT

553%
Copysmith monthly organic signup growth in eight months

13.2% → 23.7%
Copysmith organic signup conversion rate

291%
OneCal organic click growth in five months

1,000+
SweetProcess organic product signups every month, with stronger months above 1,500

CORE STRENGTHS

Content strategy and writing · SEO and GEO · AI agents, APIs and automation · Product marketing · Conversion · Editorial operations and quality control · Team leadership · WordPress publishing and plugin workflows · Analytics

EXPERIENCE

Founder and Content Lead · Your Content Mart

2021 – Present

B2B SaaS SEO, GEO and content operations agency

- Own strategy and execution across customer research, technical SEO, SERP analysis, content briefs, product-led and commercial-intent content, on-page optimization, internal linking, redirects, migrations and conversion improvement.
- Built distributed delivery systems spanning writers, editors, proofreaders, designers and operations contributors; hired and managed 10+ team members and contractors, including a content manager responsible for client delivery.
- Created a paid SEO internship that trained five writers and produced reusable briefs, SOPs and review standards; shifted the agency toward AI search and built the Content Brief Generator and LinkForge for live client work and the AI Visibility Audit for prospect audits.

SELECTED CLIENT ENGAGEMENTS

SEO and Content Lead · Copysmith

2021 – 2022

AI copywriting software

- Diagnosed an overreliance on paid acquisition and low-intent topics; interviewed marketing and support leaders, then rebuilt the strategy around comparison, alternative and use-case content aligned with product value and purchase intent.
- Grew monthly organic signups from 529 to 3,457 in eight months, lifted conversion from 13.2% to 23.7% and raised organic's share of total signups from 30% to 48%, making it the largest acquisition channel.

SEO Consultant · OneCal
2023 – 2024

Bootstrapped calendar sync software

- Prioritized existing-content improvements and jobs-to-be-done topics for a small company competing against VC-backed incumbents.
- Grew monthly organic clicks from 8,000 to 31,300 in five months, with impressions rising from roughly one million to more than four million; earned the first recommendation in Google's AI Overview for "calendar sync".

Content Manager · SweetProcess
2016 – Jul 2026

Process documentation and SOP software · Promoted from Content Writer to SEO Strategist to Content Manager

- Led a 14-step content workflow across 20+ contributors, including writers, editors, proofreaders, designers and operations specialists, coordinating assignments and quality control through Basecamp and Google Sheets.
- Directed the publication and optimization of 140+ articles in ten months and built organic into a channel producing 1,000+ product signups a month, with stronger months above 1,500 and hundreds converting to paying customers.
- Translated software and workflow concepts into clear how-to, SOP, template, comparison and product-led content for non-technical buyers; one article sustained a 20% reader-to-signup conversion rate for more than two years.
- Ran link-building outreach and guest-post campaigns that earned dozens of backlinks, and rebuilt the SEO strategy for the template pages.

Freelance Writer · Moz
2021 – 2022

SEO software and education platform

- Wrote research-led content for marketers and technical SEO practitioners; "7 Emerging Technologies in SEO and Their Applications" ranked #8 among Moz's 25 most-read posts of 2021.

AI SYSTEMS AND WORKFLOWS

AI Visibility Audit
Public product · Live

Evaluates how brands appear when buyers ask AI assistants which product to choose.

- Infers category and competitors from a domain, runs buyer-intent prompts across multiple AI engines and scores share of voice. Built with Claude Code, the Claude, OpenAI, Perplexity and Gemini APIs, and DataForSEO.

Content Brief Generator
Internal system · In use

Reduced a two-to-three-hour manual research process to under ten minutes.

- Builds client knowledge bases and editable briefs covering SERP analysis, competitor gaps, structure, links and SEO data.

LinkForge
Internal WordPress workflow · In use

Automates internal-link discovery while keeping publication decisions with an editor.

- Indexes a site, finds unlinked contextual mentions and proposes exact placements or a reviewable supporting paragraph; connects recommendations to WordPress so an editor approves every change.

TOOLS AND TECHNICAL FLUENCY

AI and automation	Claude, Claude Code, ChatGPT, OpenAI API, Gemini, Perplexity and API integrations
SEO and analytics	Search Console, Google Analytics, Ahrefs, Clearscope and DataForSEO
Content and delivery	WordPress, Google Docs, Google Sheets, Basecamp, Supabase and Vercel

PUBLISHING AND INDUSTRY CONTRIBUTION

Selected bylines	Moz, G2, PPC Hero, CoSchedule, Smart Insights and Entrepreneur Middle East
Speaker and publisher	Search Africon; SaaS SEO Insights; Beyond Traffic podcast; Mailmodo expert network

EDUCATION

BSc Mathematics · University of Ilorin
2012 – 2016

Second Class Upper; Editor-in-Chief, Union of Campus Journalists