


Alex Muiruri

Chester, England, United Kingdom

 payoutlegit@gmail.com

 0700278347

 [linkedin.com/in/alex-muiruri-writer](https://www.linkedin.com/in/alex-muiruri-writer)

Summary

Thanks for visiting my LinkedIn profile. I'd be glad if you hit that "More" drop-down menu above, connect, and tell me more about yourself.

Hi there,

I'm a freelance writer with over five years of experience. I've mostly worked with content agencies to create curated content for top brands.

Now, I specialize in the tech and business industries, especially anything to do with Fintech. I enjoy writing about topics in those niches and sourcing interesting stats that engage the reader.

I can also create content in the medical, digital marketing, and SaaS industries. Reach out to me if you like one of my articles in another industry; I'll see what I can do.

Contact me at content@alexmuiruri.com.

If you're scrolling through my profile, read one of my samples at alexmuiruri.com and tell me what you think. Your views are important to me

Experience

Search Engine Optimization Copywriter

Venturer

Nov 2022 - Present (3 months)

Writing product reviews of top PEO, Payroll, and HR management brands.

Working on product comparisons for top hosting, cloud-based, and eCommerce platforms

Content Contributor

CopyPress

Mar 2019 - Present (3 years 11 months)

-Creating top reviews for the latest vehicle models.

-Researching and coming up with SEO friendly content and copy for multiple car dealers websites.

-Researching and writing engaging copy for multiple niches and different organizations.

Founder & Senior Copywriter

Copy Scribers

Sep 2018 - Present (4 years 5 months)

- I increase client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles, and newsletters.
- Develop and execute marketing programmes and general business solutions resulting in increased company exposure, customer traffic, and more leads.
- Partner with clients to create and revise the annual budget for marketing strategies on Facebook, and other media.
- Work closely with all product development departments to create and maintain marketing materials for sales presentations and lead nurturing.
- Manage annual external audit and case studies.



Freelance Writer

ZipRecruiter

Mar 2020 - Dec 2022 (2 years 10 months)

-Crafting concise articles that introduce employees to questions that they may be asked during interviews.

-Crafting detailed job description templates that employers can use while hiring new recruits.

-Crafting easy-to-copy resume templates that employers can use while applying for jobs.



Freelance Copywriter

TextMaster

Sep 2018 - Nov 2018 (3 months)

- Produced excellent casino reviews
- Ensured consistent flow of articles to help rank on Search Engines.
- Worked to produce content on a weekly basis.
- Ensured proper grammar, keyword count, and other SEO tactics were appropriately integrated.

Education



HubSpot Academy

certificate, Marketing

2017 - 2018

Licenses & Certifications



Writing Ad Copy - LinkedIn



IAB Digital Marketing and Media Foundations Certification - HubSpot

Skills

- Editing • Digital Marketing • Copywriting • Blogging • Web Content Writing • Writing • Social Media
 • Project Management • Research • Creative Writing

Honors & Awards



HubSpot Content Marketing Certification - HubSpot.inc

Jan 2019



eMarketing-Institute-Email_Marketing-Certification - eMarketing-Institute

Dec 2018