MAYOWA DUROJAIYE

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SEO CONTENT WRITER & MANAGER

SEO content writer with 5+ years of experience creating search-led content for iGaming, sports betting, affiliate, crypto and consumer brands. Combines keyword research, search-intent mapping, internal linking, editing and on-page SEO to improve rankings, traffic, conversions and publishing efficiency.

Selected results: +55% organic traffic, +28% target-keyword ranking improvement and +38% content throughput.

WORK EXPERIENCE

PlayersBest • Ta' Xbiex, Malta • 01/2026 - Present

Founded by industry experts, our DNA drives everything we do: organized, efficient, and focused on results. This has helped us succeed in building a global portfolio of brands and products designed to scale.

SEO Content Writer • Freelancer

- Write SEO-focused content for an iGaming affiliate marketing business, supporting organic visibility and reader engagement.
- Enhance content team efficiency by 40% within 3 months, enabling the completion of thousands of words through streamlined writing processes.

Zentury Media • London, England • 09/2025 - Present

New Era of ■ SEO ■ Link Building ■ Content Marketing: Zentury is a streamlined marketplace where you cab order high-quality link placements, SEO articles, and copywriting services all in one place, with full transparency and speed.

iGaming Content Writer • Freelancer

- Enhancing brand recognition by crafting and proofreading 20+ articles monthly, ensuring alignment with organic link placements and audience engagement within a month.
- Boosting client page rankings by 28% on target keywords via intent-led outlines, internal linking, and schema basics.
- Increasing order throughput by 38% by standardizing briefs, templates, and SOPs for SEO articles and link placements.

BetBrothers • Spain • 07/2025 - Present

BetBrotthers is an affiliate marketing platform dedicated to connecting players with licensed, trusted sports betting operators in the regulated markets. They focus on responsible gambling, engaging content, and building long-term value for both users and partners.

Senior Content Writer • Freelancer

- Increase organic traffic by 55% by writing SEO-optimized content.
- Review and edit the contents to ensure accuracy and clarity of the company's values and guidelines.
- Improve content production by 50% through analytical skills.

Onechoice_nutri • Chicago, U.S • 07/2022 - 12/2024

Freelance Writer & Editor • Freelancer

- Minimized content errors by 45% through precise text editing and optimization techniques.
- Improved site performance by 40% with advanced SEO strategies and optimization techniques.
- Accelerated content production by 35% through streamlined web writing and analytical skills.

Cryptobet • France • 05/2020 - 10/2023

Senior Content Writer • Freelancer

- Increased organic traffic by 35% by writing engaging and informative content tailored to my company's audience.
- Improved conversion rate by 45% by maintaining a consistent brand voice that resonates with the target audience and aligns with the company's values.
- Reviewed and proofread the contents to ensure accuracy and clarity of the company's values and guidelines.

EDUCATION

Bachelor of Arts in Creative Writing

University of British Columbia • British Columbia, Canada • 02/2023 - 02/2025

Bachelor of Science - BSc in Microbiology

Obafemi Awolowo University

PUBLICATIONS

How Technology Is Changing the Way Rugby Fans Engage with the Game • 09/2025

Ruck

Authored a Rugby Internal Linking article on Ruck website with lead conversion and readability of over 72% in three weeks

Bet99 Casino Ontario Review in 2025 • 08/2025

Casino Brothers

Authored a casino review article on the CasinoBrothers website that got 50% conversion within a month of publication

SKILLS

- Analytical Skills
- CMS (WordPress
- Content Audit & Gap Analysis
- Content Audits
- Editing & QA
- Google Search Console
- Headless CMS)
- iGaming & Affiliate Content
- Internal Linking
- Internal Linking Strategy
- Keyword Research
- Keyword Research & Topic Clustering
- Link Quality Assessment
- Long-Form SEO Writing
- On-page SEO
- On-Page SEO
- Organization skills
- Phone Etiquette
- Search Intent Mapping
- Search Intent Mapping
- SEO Content Strategy
- Though Leadership & Case Studies
- UX Writing
- Version Control for Content
- WordPress

PROJECTS

Betway Casino Review in Ontario • 11/2024 - 02/2025

BetBrothers