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# George Gunjua

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The candidate is an experienced **Copywriter and Content Writer** with expertise in producing high-quality written content, specializing in fintech topics like crypto, web3, blockchain, and AI. They have a strong foundation in SEO and experience in crafting Amazon listings. Currently freelancing as a B2B writer for brokers, they excel in articulating complex concepts clearly and possess fluency in English.

## Education

**Bachelor of Arts - BA,  
Linguistics**  
Ilia State University

**Sep 2017 – Jun 2021**

## Work experience

### B2Broker

**Jun 2023 – Dec 2024**

**Copywriter/Content Writer** Responsibilities include crafting engaging content aligned with the client's brand and SEO strategy. Tasks involve producing high-quality written content, proofreading, editing, and collaborating within a team to meet project goals effectively. Key skills include communication, SEO understanding, content quality, and teamwork.

### Magnet Digital

**Jun 2022 – May 2024**

**Content Writer/Copywriter** As a content writer, the job entails creating high-quality content that engages and informs the target audience. The writer conducts research, writes and edits copy for various mediums, and collaborates with designers to ensure that the content is visually appealing. The writer also optimizes the content for search engines and effectively conveys complex ideas in a clear and concise manner.

### WETHEBRANDS\_

**May 2021 – Apr 2023**

**Copywriter** Focused on creating accurate, informative, and engaging marketing copy for various products and services. collaborated with designers and product managers to create compelling product descriptions, headlines, and marketing copy. Optimized keywords and product titles to improve search engine visibility and sales. My expertise in e-commerce and online marketing strategies allowed me to effectively promote products on Amazon, using punchy bullet points and detailed product listings.

**Biznetx LLC****Mar 2020 — May 2021**

**Digital Marketing Manager/Copywriter** My responsibilities include executing digital marketing campaigns, producing high-quality content, and analyzing data to develop effective strategies. Achievements include a 50% increase in website traffic due to engaging multimedia content, a 20% boost in audience engagement from executing a content calendar and managing social media accounts, and a 15% higher click-through rate on paid Facebook advertising campaigns.

**Finance Makers****Jan 2018 — Mar 2020****Content Writer/Copywriter**

Crafted engaging content on complex financial topics for finance companies. Led digital marketing strategies focused on social media, managing content creation and successful paid campaigns that boosted lead generation by 25%.

**Skills**

- Journalism
- Amazon Web Services (AWS)
- Marketing Copy
- Content Creation And Management
- E- Commerce
- SEO Copywriting
- WordPress Customer Relationship
- Management (CRM)
- Writing
- Data Analytics
- Search Engine Optimization (SEO)
- Social Media Strategy
- Content Creation
- Community Management
- Analytics and Reporting
- Paid Social Media
- Advertising Brand
- Development Influencer
- Collaboration
- Copywriting Adaptability
- and Creativity

**Languages****English**

Native or bilingual proficiency

**French**

Limited working proficiency

**Georgian**

Native or bilingual proficiency

**Latin**

Full professional proficiency

**Russian**

Full professional proficiency