



# Judith Matewa

Content Writer | SEO Specialist | Social Media Manager

## About Me

Strategic and SEO-focused Content Writer with a strong track record in creating high-impact digital content across blogs, websites, social media, and email campaigns. Skilled in keyword research, on-page optimisation, and crafting content that ranks, converts, and engages.


Experienced in managing content calendars, developing brand-aligned messaging, and executing data-driven content strategies to support business goals. Proven ability to boost traffic, grow social engagement, and increase audience retention.

Also a published author of Feelings Unbound, bringing a creative edge and storytelling flair to every piece of content. Currently seeking opportunities to drive organic growth and brand authority through compelling, optimised content.

## Contact

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## Experience

### **SOCIAL MEDIA MANAGER**

#### Study Medicine Europe

(2025 October - Current)

- Develop and manage social media strategies across Reddit, Instagram, Facebook, TikTok, YouTube, and LinkedIn.
- Create engaging content highlighting student experiences, university options, and the study-abroad process.
- Handle daily posting, scheduling, and community management.
- Respond to enquiries from prospective students across all platforms.
- Collaborate with Admissions and Marketing to align content with key academic timelines.
- Track and report performance metrics to improve reach and engagement.
- Manage relationships with influencers and student ambassadors.
- Maintain consistent brand voice and stay updated on social media and education trends.

### **CONTENT WRITER**

#### Spines

(2024 -June 2025)

- Write and edit high-quality content for blog posts, articles, and other digital platforms.
- Conduct in-depth research on industry-related topics to create well-informed, engaging content.
- Optimize content for SEO, including keyword research and on-page SEO best practices.
- Collaborate with editors and the marketing team to align content with brand voice and strategy.
- Ensure accuracy and consistency in tone, style, and messaging across all written materials.
- Meet tight deadlines while maintaining high standards of quality and originality.



## Education

(2021-2022)

VEGA

Digital Brand Strategy



## Certifications

2023 -2024)

Yoast Academy

Yoast SEO for Beginners  
Certification



## Skills

### SEO

- SEO & Digital Marketing:
- On-Page & Local SEO (Yoast, Surfer SEO, Ahrefs, SEMrush)
- Keyword Research & Content Optimization
- SEO Copywriting & Strategy
- Google Analytics & Search Console
- Google My Business Management

### Content & Social Media:

- Content Writing & Blogging
- Social Media Management (Reddit, Instagram, Facebook, LinkedIn, Pinterest)
- Social Media Strategy & Engagement
- Paid Ads (Facebook & Instagram)
- Canva & Adobe Express for Design

### Technical & Soft Skills:

- WordPress & CMS Management
- Microsoft Excel, PowerPoint, Word
- Attention to Detail & Problem-Solving
- Customer Service & Communication

## SOCIAL MEDIA MANAGER & CONTENT WRITER

Idamate

(2024 -June 2025)

- Managed and grew brand presence across Instagram, LinkedIn, Facebook, TikTok, and Pinterest.
- Created and scheduled engaging multimedia content tailored to each platform.
- Wrote and published blog posts aligned with SEO best practices and brand voice.
- Analysed performance metrics to refine content strategy and boost audience engagement.
- Collaborated with design and marketing teams to ensure cohesive brand storytelling.
- Contributed to increased brand visibility and follower growth through targeted content campaigns.

## SOCIAL MEDIA MANAGER

Sport Cafe

(2024 - May 2025)

- Develop a social media strategy that aligns with the company's overall marketing goals
- Create or curate engaging content, including text posts, images, videos, and infographics
- Schedule posts across various social media platforms using management tools
- Oversee the design aspects of social media accounts, like profile pictures and cover photos
- Generate reports to measure ROI and justify social media efforts
- Identify areas for improvement and adjust strategies accordingly

## SEO SPECIALIST

Simboti Digital

(2020 -2023)

- Increased website traffic by 200% in 1 year
- Successfully launched a new SEO campaign that resulted in a 50% increase in organic search traffic
- I successfully increased website traffic by 20% through keyword research
- Analyzed competitor websites in order to integrate best practices and create marketing strategies to ensure the best results.
- Increasing the search engine result page from number 12 to number 2 in organic search results.
- Optimized Google Ads campaigns to achieve a return on investment (ROI) of 200%.
- Increased website traffic by 20% through Google Ads campaigns



## Language

- English

## COMMUNICATIONS MANAGER

Dangee Carken

(2017 - 2019)

- Managing a team of 4
- Responsible for Teams Strategy and Performance review
- Maintaining consistent brand messaging throughout different communication platforms
- Providing excellent customer service and building relationships with customers
- Identifying trends and insights and optimizing spend and performance based on the insights
- Creating and analyzing financial reports every month end
- Analyzing and managing stock movement weekly