

<https://www.linkedin.com/in/bibar/>

## Biba Rey

I am an experienced senior content writer based in the UK with nearly 9 years of expertise spanning diverse industries globally. In addition to my writing expertise, as a native English speaker, I have had the privilege of teaching English to students at Brighton College in Brighton, where I developed my ability to convey complex ideas clearly and effectively—a skill that has significantly enriched my content creation process. I have also completed a course and acquired certification as an English Tutor through Preply.

My blend of industry experience, global perspective, and teaching background makes me a valuable asset to your team. I look forward to contributing to this position and further discussing how I can support your needs.

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## WORK EXPERIENCE (FULL-TIME, CONTRACT & FREELANCE)

### Upwork Freelancer | Independent Contractor Current

As a seasoned Content Writer who uses essential SEO best practices to curate any content, I deliver organic (None AI/AI) English content, copywriting and editing services that are sophisticated and insightful across diverse niches, from health and wellness to CBD. I ensure 100% originality in every piece, integrating Agile and Lean methodologies for swift and efficient delivery.

I've had the privilege to collaborate with high-calibre clientele, crafting content for sectors including, but not limited to:

- Education: Theses, Case Studies and Examinations
- Corporate: Business Reports and Case Studies
- Administrative: Data Entry, Office Management, and Virtual Assistance
- Domestic: Home & Garden, Architecture, Interior/Exterior Design
- Tech & Digital: IT, Electronics, Mobile, Gadgets, Software, AI
- Marketing: Digital Marketing, and advertising
- Finance: Cryptocurrencies, Investments, and Stocks
- Health & Wellness: Cannabis, CBD, Hemp, Yoga, Meditation, Fitness, Nutrition and more
- Entertainment: Gambling, Casinos and Slots
- Healthcare: Medical Treatments, Pharmaceuticals
- Recreation: Outdoors, Camping, Hunting
- Gastronomy: Food & Beverage, Restaurants
- Lifestyle: Fashion, Beauty, Shopping
- Social Dynamics: Dating, Relationships
- Pets: Feline & Canine Care
- Real Estate / Industrial: Construction, Engineering
- Fitness: Training, Gymnasium

## Why Collaborate with Me?

1. **Value Addition:** My foremost goal is to enrich your projects and garner your trust.
2. **Exceeding Expectations:** I have an innate drive to surpass your expectations.

3. **Mutual Respect:** It is paramount to treat every client with unparalleled respect and I'm always eager to discuss and deliver.
4. **Problem-Solving:** I proactively address challenges and consistently present possible solutions.
5. **Prompt Communication:** Ensuring clear, concise, and timely communication, I guarantee responses within 24 hours.

A few examples of published works written during my full-time work as well as freelancing have been included below. I have also created and managed 2 of the websites below on WebFlow and WordPress (each post has a short bio at the end of the article as well.)

- <https://www.shortstories.media/latest-news>
- <https://cheefbotanicals.com/blog/>
- <https://careerkarma.com/blog/zbrush/>
- <https://careerkarma.com/blog/computer-programming-courses-nyc/>
- <https://careerkarma.com/blog/solidworks/>
- <https://careerkarma.com/blog/automation/>
- <https://careerkarma.com/blog/pmbok/>
- <https://careerkarma.com/blog/google-analytics/>
- <https://careerkarma.com/blog/digital-art/>
- <https://www.improvegovernance.com/latest-news>

Examples of a few Social media channels created and updated by me (LinkedIn, Twitter, Facebook and Instagram):

1. Competence Development: @competencedevelopment (Software Training Provider)
2. Shortstories: @shortstoriesmedia (Video Production)
3. Governance: @governance (Schools and Education Agency)
4. Everything in Sports: @everythinginsports (Sports, iGaming Company)

### **Competence Development | shortstories Media | Everything in Sport** **Head of SEO Content | Social Media and Marketing (Full-time corporate)** **2021 – 2022**

Responsible for shaping and executing the content strategy across all related businesses. Currently working for Competence Development and partner companies – shortstories Media and Everything in Sport.

#### **For all 3 companies:**

- Design & execute the digital marketing strategy to profitably drive lead generation, reporting to the co-founder(s)
- To lead and drive forward our content marketing journey, telling multiple versions of the Competence 'story' to our target markets
- Operate and execute daily on (paid & organic) social, search, email, SEO, referral and partnerships
- Deeply understand target customers to successfully create highly engaging, shareable, on-brand content of all types
- Create and manage all social media channels: YouTube, Facebook, Twitter, LinkedIn, Vimeo
- Use HubSpot as the fundamental toolset to drive and report upon your efforts
- Provide regular performance overviews, analysis and forecasts
- Stay ahead of key trends, best practices and competitive landscape

- Concept, Designed and build of shortstories website and all content for a partner company: <https://www.shortstories.media/>

### **Published Articles and Completed Projects**

Head of Content and Marketing (Incl. Social Media) and Website design and implementation:

- **shortstories media:** <https://www.shortstories.media/>
- **Competence Development Ltd:** <https://www.competence.team/>

### **Sopro Prospecting (Freelance) | Sept 2021 – Dec 2021 Content Manager & Strategist**

- Writing, managing, and measuring content efforts across all channels and on various software.
- Implementing a wider SEO strategy to drive qualified traffic and conversions.
- Helping to develop and implement the testing roadmap - building up a strong understanding of our customer's on-site behavior and using this to drive change.
- Analyzing data - from keyword research, website analytics, user testing software, and more - and using it to inform strategy.
- Work closely with the wider team to understand marketing plans and how content aligns and contributes.

### **Molokini PR Agency (Freelance) | Aug 2020 – Dec 2020 PR Content Manager & Creative Director**

- Rolling out monthly multi-channel content marketing collateral.
- Writing news releases for print, broadcast, and digital media.
- Writing content for the company blog and website.
- Writing contributed blog posts and articles for publication on other blogs and websites.
- Writing updates and content to be distributed via company profiles on social media websites.
- Writing content for internal and external publications and correspondence, including employee newsletters, customer newsletters, magazines, direct mail pieces, letters, annual reports, and more.
- Responding to comments and inquiries submitted via the company's social media profiles.
- Conducting face-to-face and telephone interviews to gather research and quotes used to develop PR materials, news releases, feature articles, etc.
- Editing content contributed by other company representatives.
- Writing speeches for company representatives.

### **Somnowell Marketing – Brighton | December 2017 – Sept 2020 Senior Content Manager & Creative Lead**

- Executed multi-channel content marketing collateral on a monthly basis.
- Led cross-functional tasks and projects, managing various marketing initiatives from client brief to delivery, including content production (white-hat SEO), copywriting, website builds, PPC campaigns, landing pages, social media campaigns, email marketing, research & analysis, and quarterly reporting.
- Researched industry trends to create engaging content for blogs, social media, and websites, increasing viewership and engagement by over 30% in the first two quarters.
- Oversaw both in-house and remote teams, collaborating with web developers, designers, content writers, and account managers to ensure project success.

- Ensured projects were delivered on time and within budget, maintaining high standards through effective communication, empathy, relationship building, scheduling, and resource management, including testing and quality assurance.
- Exceeded targets, generating significant income and ROI for both clients and the company. Achieved increased post shares, engagement, email subscribers, influencers, and impressions within the first year through successful marketing and social media initiatives.

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## EDUCATION/ INTERNSHIP

- **Bachelor's Degree:** BA International Marketing (University of Pretoria) – 2006 -2010
- **OAC High School Diploma:** Canadian International School – 2002-2005
- **Internship & CPD:** Content Writer/Designer: Trydian Interactive: [www.trydian.com](http://www.trydian.com)

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## CONTINUOUS PROFESSIONAL DEVELOPMENT CERTIFICATES:

- ✓ **Udemy Online Certificate** - Street Basics SEO - Tricia Belmonte
- ✓ **Udemy Online Certificate** - Accelerated Course in Modern Copywriting - Fred Rouhani
- ✓ **LinkedIn Learning Online Certificate** - Editing and Proofreading Made Simple
- ✓ **The Ultimate SEO Training 2022 + SEO For WordPress Websites** – Joshua George

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## SOFTWARE SKILLS

- Microsoft Programs: Microsoft Office Suite: Word, Excel, PowerPoint, etc
- In-House Software: Gate 5, Polly, CRM Databases, EMISWEB Database (NHS Database).
- Writing, SEO & Social Media – SEMRush, MOZ, Ads Manager, AdWords, Unbounce, Report Garden, Promo Videos, Google Analytics, Hemingway, INK.
- Project Management: Website Builds and Website Updates on an ongoing basis.
- Cloud-Based Programs: Trello, SharePoint, Salesforce / Salesforce.
- CRM Management Tools: MailChimp, Canva, HubSpot, BrightPod, Pure Chat, Google+ Hangouts, Slack, VTiger, Hubstaff, Slack.

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## HARDWARE SKILLS

- Proficiency in working on a MAC and a Desktop Computer.

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## HOBBIES / INTERESTS

Reading, Guest Post Writing, Writing Courses, PPD, Learning new languages (currently learning German and Spanish), Socialising, Travelling, Sports, Health & Wellness.