

# PORTFOLIO



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**Graeme Whiles**

PROFESSIONAL FREELANCE COPYWRITER

# MY SKILLS

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**Copywriting** - Over the last seven years, I have developed extensive copywriting skills, crafting content and developing brand personas.

**SEO Writing** - I have a detailed background in SEO writing and have helped over 20 clients rank on the first page of Google for the first time in their history. I am an expert in writing content in an SEO-friendly manner while also keeping the content clear and cohesive.

**Content Writing** - With over five years of experience as a CRM Manager at three different companies, I have a strong background in planning, creating, and writing detailed and successful customer journeys.

I helped one brand increase its email open rates from 11% to 41%, and I helped another brand gain £900,000 more profit from its email marketing campaigns than the previous year.

**Product Descriptions** - Creating a great product is one thing, but if you can't market it well and convince people to buy it, it's a waste! My product description writing will change that and help convert more leads into paying customers.

**YouTube Script Writing** - I have helped seven clients improve their YouTube content by crafting unique, casual, informative copy.

**Social Media Management** - I have three years of experience managing social media channels for various industries, including designing, scheduling, and writing copy.

# MY TOOLBOX

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SEMRush

Frase

GrammarlyPro

Kajabi

Copyscape

Slack

Asana

Trello

Ahrefs

SurferSEO

Google Docs

Free Agent

Google Sheets

Monday

Word Press

Wrike

KW Finder

# CLIENT REVIEWS



Graeme's level of understanding when it comes to SEO-friendly content and other digital best practices is second-to-none, and it really shows in his writing.

**Michael Quoc - Founder/CEO**



Graeme's management of other writers, SEO expertise, and writing skills was a godsend. Now we have one man doing three key jobs!

**Tom Cote - Co-Founder / CEO**



Graeme has fantastically covered a range of technology topics and written engaging and compelling content each time.

**Zach Kwarta - Content Strategist**



Graeme researches topics in great detail, works remarkably quickly, and his SEO knowledge is highly impressive.

**Daniel Chan - Digital Marketing Manager**



It was a pleasure to work with Graeme. Everything was on schedule and as requested. Easy and professional communication. A++

**Ortus Magnus - Founder**



Graeme's writing is engaging and captivating, and our readers love the detailed insights he provides. Since working with him, our site traffic has broken all previous records!

**Michael Robinson - Founder**



During Graeme's time with us, we saw a significant increase in our social media channels engagement.

**Christian Pollard - Co-Founder**



The impact Graeme's SEO knowledge has had on our blog has been incredible. Each month we are seeing more and more traffic.

**Sean Gartland - Graphic Designer**



# MY WORK EXPERIENCE



Here is an overview of my work experience. **Click on a logo to learn more about each project I have worked on.**



[Neil Patel](#)



[SideKick](#)



[Demand.io](#)



[Sportscard Research](#)



[Digital Trends](#)



[Classical Finance](#)



[ClickThere](#)



[Brick Digital](#)



[PureGym](#)



[Sablono](#)



[GLM](#)



[Diamond Lobby](#)



[Sekkei Digital](#)



[Broadway Publishing](#)



[La Redoute](#)



[Game Unbound](#)



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# SIDEKICK DIGITAL MEDIA

**Senior Copywriter** - 2021/ 2022 (Freelance)

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Writing for Sidekick Digital Media was a fantastic learning opportunity.

## HIGHLIGHTS

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Increased site traffic by 187% through SEO-friendly blog content and product description pages.

Ranked #1 for the keyword "Iceberg Template".

Used Content Management Systems such as Kajabi, SurferSEO, Asana, and Ahrefs, to produce and publish work within agreed deadlines.

Advised the client on optimum SEO practices for maximum sales, which increased by 28% over twelve months.

## WRITING SAMPLES

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# DEMAND.IO

## SEO Copywriter - 2021 / 2022 (Freelance)

Working with Knoji, Dealspotr, and SimplyCodes was an excellent opportunity to flex my SEO muscles, and help develop a brand's online persona.



### HIGHLIGHTS

Identified low-competition keywords, and helped the company rank 12 articles in the tech industry.

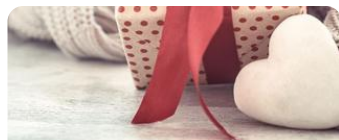
Ran SurferSEO audits to improve content scores by 29%.

Published over 20 articles on the Knoji / Dealspotr / Simplycodes websites.

In-depth research on low competition keywords for new technology articles, such as GameFi, cryptocurrency, SEO tools, and VR Fitness.



### WRITING SAMPLES



We Analyzed Every Black Friday 2021 Coupon Code — The Big Winners from Our Data



The 9 best ways to find codes (or get discounts) when a store rarely or never has coupon codes



Top 5 Healthy Snacks to Buy Online for Your Kids



Top 5 Best Electric Skateboards for Adults



Electric Skateboards: The Complete Guide and Best Picks for Every Level & Budget (2022)



The Complete Guide to Make Money with Axie Infinity (Plus: How Much Can You Earn?)

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# DIAMOND LOBBY

**Lead Copywriter** - 2020 / Present (Freelance)

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Working with Diamond Lobby allowed me to combine three of my passions, all in one project!

## HIGHLIGHTS

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Studied low-competition keywords for articles, increasing organic traffic by 86%.

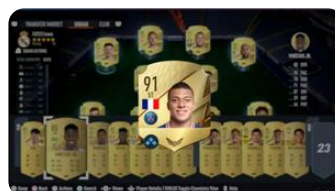
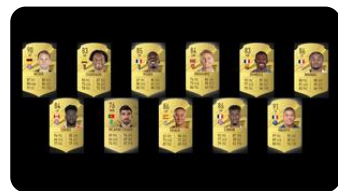
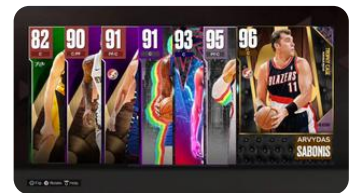
Developed article proposals and outlines to write engaging articles around game releases, leading to an increase in viewers by 196% WoW around the NBA 2K22 release.

Wrote 300 content pieces for existing popular games that met low-competition keywords, and brought 86% more readers to the site.

Published over 100 articles on the WordPress website.

## WRITING SAMPLES

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# SPORTS CARD RESEARCH

**Copywriter** - 2020 / Present (Freelance)

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Working with Michael and the team at SportsCard Research was an excellent opportunity to write about sports, a topic I am particularly passionate about.

## HIGHLIGHTS

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Observed current trends and competitor activity to ensure current and topical coverage of rookie basketball cards for maximum user engagement.

Monitored content engagement and interaction, tailoring future posts to maximise areas of high interest.

Utilised expertise in SEO to carefully craft appealing rookie card content, growing site traffic by 112%.

Heightened brand strength and presence through engaging and entertaining articles.

Selected cover art, fonts and designs to appeal to target demographics.

## WRITING SAMPLES

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Jalen Green Rookie Card: 7 Best Cards You Need To Know About (2022)



The Ultimate List of 27 Giannis Antetokounmpo Rookie Cards (2022)



The Ultimate List of 27 Stephen Curry Rookie Cards (2022)



The Ultimate List of 24 Jayson Tatum Rookie Cards (2022)



The Ultimate List of 40 Luka Doncic Rookie Cards (2022)



The Ultimate List of 24 Trae Young Rookie Cards (2022)

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# CLASSICAL FINANCE

Copywriter - 2020 / 2021 (Freelance)

Working with Nathan at Classical Finance was my first opportunity to flex my SEO and Excel knowledge, and provide low-competition key words for the team to target.

## HIGHLIGHTS

Studied popular trends and underwent competitor analysis to ensure our Excel content met the current needs of our target audience.

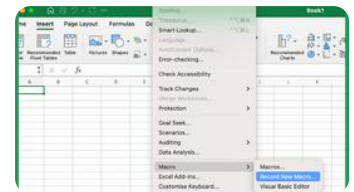
Tracked customer engagement and interactions on each post, to help dictate the future of the content on the site.

Utilised expertise in SEO to create insightful, engaging Excel content, growing site traffic by 22%.

## WRITING SAMPLES



1	2	3	4	5	6
Miss	Anna	Samson	Female	2028	
Mr	Ashley	Wilson	Male	2005	
Mr	Brett	Jones	Male	1876	
Ms	Tilda	Johnson	Female	1589	
Mrs	Kate	Bush	Female	2102	



1	2	3	4	5	6	7
Product ID	34,564	56,434	56,345	24,234	54,643	
Quantity	324	964	135	474	357	
Price	\$ 9.99	\$ 13.99	\$ 25.99	\$ 39.99	\$ 49.99	
Amount	\$ 4.99	\$ 4.99	\$ 7.99	\$ 7.99	\$ 9.99	

1	2	3	4	5
separate	separate	separate	separate	
lines	lines	lines	lines	

1	2	3	4	5	6	7
Order number	Customer					
2343	James					
2344	Tom					
2345	Luke					
2346	Roger					
2347	Rachel					
2348	Lucy					
2349	Blake					

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# SABLONO

## SEO Consultancy - 2021 / Present (Freelance)

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Sablono have paved away for themselves as a market-leader in digital construction, providing project managers with an all-in-one platform for every jobsite.

### HIGHLIGHTS

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Worked closely with the Sablono Content Marketing Manager to create content pillars and assisting content that ensured more people learned about the Sablono brand.

Increased the Sablono brand reputation and Google ranking through SEO-friendly content and tidying up the inter-website linking and backlinks.

Increased the organic traffic to the Sablono website, driving more customers to their product.

### WRITING SAMPLES

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# SEKKEI DIGITAL GROUP

## SEO Consultancy - 2021-2022 (Freelance)

Sekkei Digital Group are an SEO and Content Marketing agency that helps brands make their content suitable for Chinese search engines, to help them increase their brand awareness in the country.

### HIGHLIGHTS

Ran a full SEO audit on the Sekkei Digital Group website, rewriting content to become more SEO-Friendly.

Tidied up the internal linking to ensure the inter-web links were much clearer and better for when Google crawled the site.

Worked with reputable sites to add more backlinks to the website, to increase the brand reputation.

Increased the organic traffic to the Sekkei website, driving more customers to their service.

### WRITING SAMPLES



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# GLADIATOR LAW MARKETING

**SEO Consultancy** - 2021 / Present (Freelance)

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Gladiator Marketing are a leading SEO Agency for Law Firms, based in Kentucky. They wanted an SEO expert to come in and work on their inhouse content, and revamp their website.

## HIGHLIGHTS

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Fully rewrote Gladiator's home page, to make it more SEO-friendly, and more accessible for Google when it performs its crawl.

Wrote engaging content that helped build up brand reputation and attract more potential clients.

Turned non-ranking pages into articles that featured in the top three search results for that topic.

## WRITING SAMPLES

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Core Web Vitals for Law Firms



7 Tips for Creating an Exceptional Law Firm Website



The Cookies are Almost Gone and It's Google's Fault



EAT for Lawyers

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# GAME UNBOUND

**Content Writer** - 2022 / Present (Freelance)

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Game Unbound required an SEO and Content specialist to work closely with them and launch their gaming and educational website.

## HIGHLIGHTS

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Used Ahrefs to establish content pillars that would help the brand increase its reputation

Utilised SurferSEO to write pillar content and supporting blogs that were SEO-friendly, so that the website performed well when crawled.

Helped Game Unbound increase their organic traffic by 198% in the first two weeks and continue to improve from there.

Used Monday to track progress and report back on how the content I was producing was performing.

## WRITING SAMPLES

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# BRICK DIGITAL

**Content Ghostwriter** - 2022 / Present (Freelance)

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Brick Digital are an SEO agency based in Hertfordshire UK. They needed someone with SEO knowledge to come in and handle their in-house articles, so they could spend more time dealing with their clients.

## HIGHLIGHTS

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Worked closely with the SEO experts at Brick Digital to maximise their SEO potential with each piece of content we worked on.

Helped them pick up client SEO content as well when they were slightly overrun.

Used Google Sheets and Asana to track progress and report back on how the content I was producing was performing.

## WRITING SAMPLES

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# BROADWAY PUBLISHING

**Content Writer** - 2022 / Present (Freelance))

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Broadway Publishing is a content marketing agency, who hired me to help them write content for one of their main clients, eDesk.

## HIGHLIGHTS

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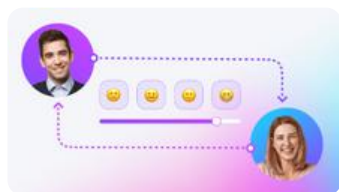
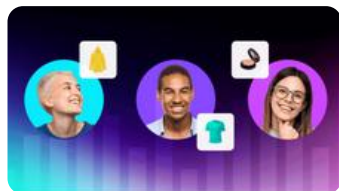
Worked with the founder of Broadway Publishing to ensure all content was created and written in the correct tone for their client.

Broadway Publishing was so happy with my content, that they asked me to write SEO-friendly content for another two of their internal brands.

Increased the organic traffic to the eDesk website, which made them ask for more content from Broadway, increasing their profits.

## WRITING SAMPLES

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# NEIL PATEL DIGITAL

## Content Writer - 2022 (Freelance)

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Neil Patel is widely regarded as one of the best Digital Marketing entrepreneurs worldwide, ranked in the top 10 by Forbes.

### HIGHLIGHTS

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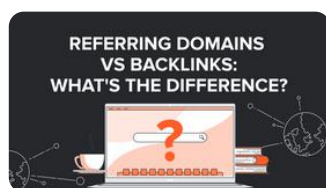
Worked closely with the NP Digital Marketing Agency to write content that matches the quality and tone that the NP audience has come to expect.

Created engaging SEO content pieces that helped show off my knowledge on the subject to a particularly critical content marketing audience.


Helped write two articles a week for the NP Digital and Ubersuggest websites.


### WRITING SAMPLES

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# DIGITAL TRENDS

## Content Writer - 2021-2022 (Freelance)

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Digital trends is a leading website for promoting daily deals and discounts on high-tech products.

## HIGHLIGHTS

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Wrote two daily deals articles, before publishing on WordPress.

Kept the Digital Trends Admin team up to date with my progress by moving cards across the relevant sections in Asana.

Increased the organic traffic to the Digital Trends website, driving more customers to their service.

## WRITING SAMPLES

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**This Surface Pro X deal at Best Buy cuts \$300 off the price tag**

By Graeme Whiles  
October 19, 2022

SHARE



**Apple iPad Pro 12.9 is \$200 off at Amazon – but for how long?**

By Graeme Whiles  
October 26, 2022

SHARE



**This powerful, compact laptop has a huge discount at Dell today**

By Graeme Whiles  
October 21, 2022

SHARE



**Get a Chromebook for under \$100 in Best Buy's latest sale**

By Graeme Whiles  
October 27, 2022

SHARE



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# CLICKTHERE

**Senior Content Writer** - 2018/2021 (Freelance)

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ClickThere needed an SEO expert to come in and provide them with excellently written, engaging, SEO-Friendly content.

## HIGHLIGHTS

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Used Frase to write over 500 articles on various topics, including cyber security, finance, outdoor activities, and travel.

Ranked 12 different articles for three of the agencies clients on the front page of Google for the first time in their history.

Created over 600 article outlines for client approval, before crafting detailed content for each required niche, or passing to other freelancers.

Used Asana and Trello to manage my workload, and the workload of other less experienced freelance content writers working with ClickThere.

## WRITING SAMPLES

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Does stand up paddle boarding build muscle?



Are VPNs Really Safe to Use?



Do iOS devices Need Antivirus Protection?



Can your identity be stolen from passport?



What is the Best Chair for Gaming?



Does Antivirus Software Protect Against Spyware and Malware?



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## LA REDOUTE

**Senior CRM Manager** - 2021/2022 (Contracted)

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Working with La Redoute gave me another opportunity to flex my CRM-muscles. When I joined the business, they had no CRM team or strategy to speak of.

### HIGHLIGHTS

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During my 12 months with the company, I increased Commercial Email Revenue by \$900,000 year on year

I also remodelled the entire customer journey, and taught the marketing staff how to make edits and amends after I had left the business.

I monitored competitors through multi-channel research strategies to best capitalise on market gaps or anticipate changes in customer interests.

I also tracked sales, click-through rates, and conversion rates by marketing campaign for comparison, maintaining a detailed record of sales activities.

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## PUREGYM

### CRM Manager - 2015/2021 (Contracted)

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Over my six years at PureGym, I moved from CRM marketing coordinator to CRM Manager.

### HIGHLIGHTS

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My role was to ensure that we used all the digital avenues available to us to ensure member satisfaction was as good as possible and to convert as many prospects into members as we could.

In my time at PureGym, I increased Email Newsletter Open rates from 11% to 41% through AB testing and great content.

I also hit the profitability goals each year by developing and implementing all UK commercial activities on email, social, and in-gym.

I collaborated across departments to deliver projects on-time and under-budget.

I also leveraged trends in customer industries and marketplaces to shape solutions and increase sales.

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# Thankyou

## THANK YOU FOR YOUR TIME


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If you have any questions, please don't hesitate to ask.




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