

Joseph Chidi

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Tech and Automotive Writer

CONTENT WRITING, SEO, WORDPRESS

Joseph Chidi is a skilled tech and automotive writer who has written features and news articles for big publications like MakeUseOf and The MacObserver. With a background in digital content creation and SEO writing, he creates well-researched, engaging articles that help brands educate and convert their audiences. Whether breaking down the latest EV technology or reviewing cutting-edge consumer gadgets, Joseph delivers clear, actionable content that resonates with both enthusiasts and everyday readers.

WORK EXPERIENCE

SimStaff - London, England

December 2024 to Present

Content Writer

Created long-form articles and blog posts focused on sim racing hardware, driving physics, and emerging vehicle technology, combining technical depth with storytelling for a niche automotive audience.

- Researched and explained complex automotive and racing simulator topics, demonstrating deep understanding of vehicle mechanics, software, and user experience.
- Wrote content in a custom CMS under editorial guidelines, maintaining clarity, SEO alignment, and fast turnaround times.
- Collaborated with the founder to shape the blog's content strategy and voice, ensuring alignment with audience expectations.
- Applied AP Style and SEO best practices to boost content discoverability and readability.

The MacObserver - Remote

October 2023 to April 2024

News Writer

Wrote news articles and timely how-to pieces focused on Apple devices, troubleshooting, and software updates for Apple device users.

- Applied SEO best practices to consistently rank articles on the first page of search results, increasing organic traffic.
- Collaborated with editors to identify and pitch high-interest, evergreen topics based on audience trends.
- Maintained a fast-paced publishing schedule with a strong emphasis on clarity, technical accuracy, and AP Style compliance.
- Leveraged CMS tools to publish and update articles with precision and consistency

MakeUseOf - Montreal, Quebec

June 2023 to September 2023

Features Writer

[first and last name] [phone number or email address]
Authored how-to guides and product explainers on Apple and Android devices, social media apps, and mobile features for a global tech audience.

- Pitched and delivered a high volume of articles that met quality standards and tight editorial deadlines.
- Earned top rankings on the site's viewership leaderboard through engaging, well-researched content.
- Demonstrated the ability to translate complex digital workflows into accessible tutorials.
- Consistently aligned content with SEO goals and brand voice to drive user engagement.

Axel Promotions - Dublin, Ireland

July 2020 - Present

Features Writer

Ghostwrote articles on automotive innovations, EV adoption, and classic car culture for B2C blogs and marketing campaigns.

- Produced timely, engaging pieces tailored to specific brand tones and target audiences.
- Conducted independent research on technical and cultural automotive topics to ensure accuracy and relevance.
- Delivered clean, publish-ready copy under tight deadlines while working independently and remotely.
- Built content optimized for both search performance and reader engagement.

EDUCATION

University of Lagos - Lagos, Nigeria

Bachelor's degree – Law, 2019-2023

PROFESSIONAL SKILLS

- Trello
- Slack
- Research
- SEO
- WordPress