

PETER OGUNDAIRO

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PROFILE SUMMARY

I'm a content strategist with 6+ years of experience helping tech and crypto companies grow through thoughtful, high-performing content. From Motorola and Indeed to early-stage Web3 startups, I've led content programs that build trust, drive user engagement, and support real business outcomes.

As the founder of [TechWriteable.com](#), I actively stay plugged into the latest shifts in content marketing — from strategy and SEO to AI. I apply those insights to both client projects and the development of our platform, which helps writers and marketers build standout portfolios, find jobs, and collaborate on meaningful work.

Currently, I'm particularly interested in opportunities that intersect storytelling, community, and emerging technology, specifically in Web3 or crypto-native ecosystems.

CORE COMPETENCIES

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|------------------------------|----------------------------------|------------------------------|
| • Content Strategy Execution | • Cross-functional Collaboration | • Social Media Planning |
| • Web3 & Blockchain Writing | • Thought Leadership Development | • Analytics & Optimization |
| • SEO & Keyword Research | | • Email Nurturing & Planning |
| • Community Engagement | | |

KEY ACHIEVEMENTS

- **Founded TechWriteable**, a content platform empowering tech marketers with tools to grow their careers, while also helping startups scale content without full-time overhead.
- **Led content strategy and SEO execution** for over 20 clients, including Motorola, Indeed, and multiple Web3 startups, delivering content that drove visibility, engagement, and pipeline growth.
- **Built internal documentation and editorial systems** for scaling SEO content at Career Karma, onboarding writers faster, and contributing to the platform's milestone of 100k users.
- **Top 3% Upwork Content Marketer**, based on client feedback, output quality, and delivery, recognized for blending clarity, strategy, and subject-matter insight.

RELEVANT EXPERIENCE

Content Marketer & Founder

Delaware, USA (Remote) | Aug. 2023 – Present

- Built and executed full-stack content strategy including SEO frameworks, blog production pipelines, targeted email campaigns, and an engaged writer community.
- Designed and ran a writing and training program that upskilled 100+ junior writers, several of whom now contribute to the platform or work independently with global clients.
- Collaborated with design and dev teams on UX improvements, social campaigns, and brand messaging that boosted sign-up rate by 110% within 6 months.

Tech Content Marketer — Upwork

Remote, Worldwide | Aug. 2020 – Aug. 2023

- Wrote high-performing articles on emerging trends in tech, SaaS, and Web3, contributing to 13% month-over-month traffic growth for key clients.
- Delivered research-backed content for top-tier platforms in finance and crypto, helping brands educate and engage technical and non-technical audiences.
- Collaborated with cross-functional teams of 40+ strategists, editors, and designers to streamline content workflows from ideation to distribution.

SEO Content & Copywriter — Indeed [Copypress]

Florida, USA (Remote) | Jun. 2020 – Jan. 2022

- Delivered over **500,000 words of SEO-optimized content** for Indeed, supporting global hiring and career resources through Copypress.
- Managed high-volume content projects with strict deadlines, ensuring quality and timely delivery across editorial pipelines.
- Worked cross-functionally with editors, project managers, and QA teams to improve **content structure, consistency, and performance**.

Content Writer — JDI Content Agency

Remote | Jun. 2017 – Aug. 2019

TOOLS & PLATFORMS

- **SEO/Analytics:** Ahrefs, Google Search Console, Analytics, Keywords Planner
- **Content & Writing:** ChatGPT, Grammarly, Hemingway, Notion, Google Docs
- **Collaboration:** Slack, Trello, Asana, Microsoft Teams
- **Community & Social:** Twitter/X, Telegram, Discord, LinkedIn

EDUCATION

Bachelor of Science – Economics