

# PETER OGUNDAIRO

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## PROFILE SUMMARY

I help technical products reach the right audience and convert at scale by turning complex features into clear, buyer-ready content assets. As a product marketing and content specialist, I move from strategizing to building the systems and creating the actual assets like landing pages, SEO content, conversion copy, and sales support materials that drive growth across the funnel.

My career has evolved from a foundation in content writing and SEO strategy into product-led marketing roles. As a Top Rated Plus specialist (Top 3%) on Upwork, I have delivered results for global brands like Motorola, Indeed, and CareerKarma. Most recently, I've supported growth initiatives for TechWriteable, scaling the platform into 3+ countries.

I am now looking for my next challenge where I can own or support the product-marketing bridge and drive high-impact growth plays for a scaling tech brand. Outside of work, I'm usually outdoors or spending time at the beach.

## CORE COMPETENCIES

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- Product Positioning
- GTM & Growth Strategy
- SEO & Content Systems
- Conversion Copywriting
- Content Writing | AI Content
- Email Marketing| Automation
- Analytics & Tracking
- AI-Integrated Workflows
- Cross-team Collaboration

## KEY ACHIEVEMENTS

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- Led GTM and content campaigns that scaled TechWriteable to 3+ countries, driving platform adoption and global community growth across Nigeria and Africa.
- Ranked as a Top Rated Plus Freelancer on Upwork (Top 3%) for delivering campaign results for brands like Indeed, Motorola, and several B2C and B2B SAAS brands.
- Produced SEO and editorial content as part of Career Karma's founding content team, contributing to an early growth of 100K active users on the global EdTech platform.

## RELEVANT EXPERIENCE

### Product Marketing Manager | TechWriteable

*Delaware, USA | 2023 – Present*

- Owned the GTM strategy and positioning for expansion into 3+ countries, ensuring the platform resonated with content professionals as a career hub across different regions.
- Designed and wrote the landing pages, email onboarding sequences, and sales support materials that converted visitors into active community members.
- Managed a product-led acquisition strategy by using a job board as the primary engine to attract high-intent users, resulting in a 40% quarterly increase in organic traffic.

### Content Marketer & Copywriter | Upwork

*Remote | 2020 – Present*

- Delivered high-performing SEO content and conversion copy for brands like Motorola and Indeed, maintaining a Top Rated Plus status (Top 3%) for over five years.
- Partnered with a major global Wikipedia NGO to build a growth strategy and create the educational guides that helped drive their knowledge equity campaign.
- Translated complex product features into buyer-ready content assets for global technical teams, maintaining 100% project success and professional compliance.

### SEO Content Marketer | ExtremeVPN

*Tortola, BVI*

- Handled technical keyword research and wrote the long-form guides and articles that helped the brand rank for highly competitive cybersecurity and privacy terms.
- Collaborated with developers to write the on-page SEO copy and design landing pages that focused on a better user experience and higher conversion rates.

## TOOLS & PLATFORMS

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- **SEO & Analytics:** SEMrush, Ahrefs, Google Analytics (GA4), Google Search Console, AnswerThePublic
- **Email Marketing & Automation:** MailerLite, ConvertKit, ActiveCampaign, Mailchimp, Klaviyo, HubSpot
- **Content Management & Collaboration:** WordPress, Webflow, Trello, Asana, ClickUp, Notion

## EDUCATION

**BSc, Economics** - University of Lagos

**Introduction to Google SEO** – University of California, Davis (2022)

**Marketing Analytics** – University of Virginia (2023)

**Inbound Marketing Certified** – HubSpot (2025)