

# Cosmas Mwirigi | Content strategist and Writer

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 LinkedIn

## Professional Profile

I'm an accomplished copywriter, skilled in writing across a variety of industries.

As a detail-oriented and creative copywriter, I am adept at taking ideas from conception through to execution, creating written text for different audiences. I am dedicated to solving customer problems using innovative content strategy solutions and supporting the business to exceed its goals.

## Core Skills

- Creativity
- Content marketing
- Reporting
- Copywriting
- SEO

## Career Summary

**Oct 2023 - Present**

**GDC: Gambling.com Group, Ireland**  
**Casino review writer**

### Outline

At GDC Gambling Group, we are dedicated to providing comprehensive and reliable information about the world of online and land-based casinos. As a leading authority in the gambling industry, our mission is to empower players with the knowledge they need to make informed decisions and enhance their gaming experience.

As a casino review writer at GDC Gambling Group, I play a crucial role in fulfilling our mission by creating high-quality, informative, and engaging casino reviews.

### Key Responsibilities

- Conducted in-depth research on various online and land-based casinos.
- Wrote comprehensive and engaging casino reviews for publication.
- Reviewed and analyzed casino games, services, promotions, and user experiences.
- Collaborated with editors and other team members to refine review drafts.
- Optimized reviews for search engines to improve visibility and attract organic traffic.
- Stayed updated on industry trends, developments, and regulatory changes.
- Provided high-quality, reliable, and engaging content to attract and retain readers.
- Enhanced the credibility and reputation of GDC Gambling Group as a trusted authority in the industry.
- Helped readers make informed decisions about their gambling activities.

### Key Achievements

- Increased organic website traffic by 20% through implementation of SEO best practices in casino reviews.
- Improved reader engagement by 25% through the creation of interactive elements such as polls and quizzes within reviews.
- Reduced review turnaround time by 15% by implementing streamlined research and writing processes.
- Achieved a 90% accuracy rate in predicting player satisfaction based on review metrics, leading to improved user retention.

**Aug 2020 - Present**

**PV Magazine Global, Berlin**  
**News Correspondent**

#### *Outline*

PV Magazine plays a crucial role in disseminating information and fostering dialogue within the solar energy sector.

As the African Correspondent for PV Magazine, my responsibilities encompass gathering, researching, and reporting on solar-related news, projects, and events across Africa. This involves conducting interviews, attending conferences, visiting project sites, and collaborating with local stakeholders to provide firsthand insights and analysis.

#### *Key Responsibilities*

- Researching and gathering news on solar projects, developments, and events across Africa.
- Conducting interviews with industry experts, policymakers, and project stakeholders.
- Attending conferences, exhibitions, and site visits to gather firsthand insights and information.
- Writing and producing high-quality articles, reports, and features for publication.
- Collaborating with editors and fellow correspondents to ensure accuracy and relevance of content.
- Providing timely and insightful coverage of solar developments in Africa to enhance PV Magazine's editorial content.
- Building and maintaining relationships with industry stakeholders to access exclusive information and perspectives.
- Supporting PV Magazine's goal of informing, inspiring, and empowering its audience to participate in the global transition to clean energy.

#### *Key Achievements*

- Increased readership of African-focused content by 30% within six months through targeted marketing strategies and audience engagement initiatives.
- Secured exclusive interviews with key industry leaders, resulting in a 20% increase in website traffic and a 15% rise in subscriber numbers.
- Identified emerging trends and market opportunities in the African solar industry, leading to the development of new editorial features and special reports that received widespread acclaim.
- Provided invaluable insights and analysis on policy developments and regulatory changes impacting the African solar market, guiding decision-making for investors and industry stakeholders.

**Oct 2022 - Feb 2024**

**Netrocket GmbH, United States**  
**B2B Freelance Writer**

#### *Outline*

NetRocket Agency offers a range of inbound marketing services aimed at helping businesses achieve substantial growth. These services typically include content marketing, SEO, social media marketing, email marketing, and lead generation.

As a freelance B2B writer for NetRocket Agency, my role was integral in supporting the agency's mission of driving business growth for clients through inbound marketing strategies.

#### *Key Responsibilities*

- Creating high-quality written content, including blog posts, articles, whitepapers, case studies, and email campaigns.
- Collaborating with content strategists, marketers, and clients to develop content plans and editorial calendars.
- Conducting interviews with subject matter experts and clients to gather insights and quotes for content creation.
- Researching industry trends, client industries, and target audiences to inform content strategy.
- Incorporating SEO best practices to optimize content for search engines and improve visibility.
- Revising and editing content based on feedback from clients and internal stakeholders.
- Providing high-quality, tailored content that educates, informs, and engages target audiences.
- Establishing credibility and trust for clients by showcasing their expertise and industry knowledge.
- Ultimately, helping clients achieve business growth and success through impactful inbound marketing strategies driven by high-quality written content.

## **Key Achievements**

- Increased organic website traffic for clients by 40% through the creation of SEO-optimized blog content and articles.
- Improved client retention rates by 20% through the delivery of high-quality, engaging content that demonstrated measurable ROI.
- Saved clients an average of 20 hours per month in content creation time by streamlining processes, optimizing workflows, and delivering content ahead of schedule.
- Played a key role in NetRocket Agency's growth and success by consistently delivering outstanding results for clients, earning recognition as a top-performing freelance writer within the organization.

**Apr 2022 - Feb 2023**

**SKALE SO, London, UK**  
**SaaS Freelance writer**

### *Outline*

SKALE SO is a SaaS agency that focuses on developing SEO revenue engines specifically designed for SaaS brands.

As a freelance SaaS writer, my role was to create compelling and informative content that aligned with SKALE SO's SEO strategies and objectives. This included writing blog posts, articles, website copy, case studies, and other content assets aimed at attracting and engaging target audiences, establishing thought leadership, and driving organic traffic for SaaS brands.

### *Key Responsibilities*

- Researching industry trends, SaaS market insights, and SEO best practices to inform content strategy.
- Writing compelling and informative blog posts, articles, website copy, case studies, and other content assets.
- Collaborating with content strategists and SEO specialists to align content with client objectives and SEO strategies.
- Conducting interviews with subject matter experts and clients to gather insights and quotes for content creation.
- Incorporating SEO keywords and optimization techniques to improve content visibility and search engine rankings.

### *Key Achievements*

- Increased organic website traffic for clients by 50% through the creation of SEO-optimized blog posts and articles.
- Enhanced brand visibility and awareness for clients by securing placements in top-tier industry publications and websites, resulting in increased brand recognition and credibility.
- Contributed to a 40% increase in client referrals by cultivating strong relationships, providing exceptional service, and delivering results that clients were eager to share with their networks.

**Apr 2021 - Jul 2022**

**Quoleady , Ukraine**  
**Freelance writer**

### *Outline*

Quoleady is a SaaS content marketing agency that helps SaaS companies build brand awareness, engage their target audience, and drive customer acquisition and retention through content marketing strategies.

As a freelance writer for Quoleady, my role was to create high-quality, engaging content that aligned with clients' content marketing strategies and objectives. This included writing blog posts, articles, whitepapers, case studies, eBooks, and other content assets designed to attract, inform

Sep 2020 - Jan 2022

SEEDERS , Netherlands  
LinkBuilding writer

#### Outline

Seeders Agency is a link-building agency that specializes in helping businesses get recognition by publishing articles on high-authority websites.

As a Link Building Writer, my role was to create high-quality, engaging content that resonated with target audiences and aligned with clients' link-building strategies. This included writing articles, blog posts, guest posts, and press releases designed to attract the attention of publishers and secure placements on authoritative websites.

## Education

- **Bachelor's degree** | Dedan Kimathi University of Technology | Sep 2013 - Apr 2017 | Graduated with a bachelor's degree in Business Administration.

## Additional

### Hobbies & Interests

Reading Novels, Blogging, Football, Hiking, Travel, Creative writing

### References

James Briscoe, GDC Group  
Emiliano Bellini, PV Magazine Global  
Vera Savchuk, Netrocket GMBH  
Gemma Hislop, Skale So  
Olga Mykhoparkina, Quoleady  
Max, Seeders

### Software

Microsoft office, Google Sheets, Outlook, Google Mail, Slack, Skype, Google docs, Notion, Microsoft Teams

### Languages

English

### Publications

<https://www.pv-magazine.com/author/cosmas-mwirigi/>

<https://slotswolf.com/author/cosmas-mwrigi>

<https://www.sbmarketingtools.com/how-to-build-a-tech-savvy-team-to-grow-your-small-business/>

<https://www.thehumancapitalhub.com/articles/what-is-an-onboarding-software-and-why-you-need-one>

<https://www.socialmediaworldwide.com/blog/social-media-marketing/3-ways-you-can-use-social-media-for-u-x-research/>

<https://www.bridge-global.com/blog/brand-sentiment-analysis/>