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MIRIAN FERNANDEZ

SEO and Content Specialist

Organic Growth • Keyword Research • UX Copywriting • Blog Strategy

Strategic and hands-on SEO & content marketer with 2+ years of experience increasing organic traffic through keyword-optimised blog content, on-page SEO, and UX-focused copy. Skilled in planning and executing scalable content strategies that align with user intent and search behaviour. With a foundation in journalism and digital publishing, I bring precision, storytelling, and a clear brand voice to every piece. Proven success in improving search visibility, CTR, and audience engagement across B2B and B2C brands.

Relevant Experience

Jobago – SEO & Content Marketing Assistant

London | Oct 2024 – Present

- Developed **SEO blog strategy** with numerous articles, leading to a 19% increase in organic traffic.
- Achieved **first-page Google rankings** for high-volume keywords through structured content planning.
- Created **social media strategy**, content briefs, outlines, and final copy for blog, landing pages, and user guides.
- Monitored GSC and GA4 for indexing issues, traffic dips, and trends.

Fiverr (Freelance) – SEO Content Writer & Strategist

Remote | Oct 2023 – Present

- Produced **SEO-optimised content** for clients in SaaS, wellness, and digital services, reaching up to 2K/month in organic sessions.
- Conducted **keyword** clustering, competitor content audits, and pillar-cluster strategy development.
- Collaborated with designers to align layout and readability with SEO best practices.

Ultra Education CIC – Marketing Assistant

London | Sept 2024 – Dec 2024

- Directed marketing activities, including **social media strategy and content creation** to boost engagement. Resulted in a 118% increase in reach and 114% in followers.
- Developed **tailored email campaigns** with an average OR of 39% and CTR of 2.5%. Produced video content to drive audience interaction.
- Assisted with **web copy revisions and SEO updates** to improve discoverability.

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Portfolio:

<https://mirianfdezv.wixsite.com/mirian-fernandez>

Core Skills

- Keyword Research (SEMrush, Search Console)
- On-Page SEO & Content Optimisation
- Content Writing & Video Production
- Social Media Strategy & Paid Social
- Copywriting, Storytelling & UX Writing
- Blog Strategy & Content Calendars
- Internal Linking & Meta Content
- CMS: WordPress & Wix

Odysian Sales – Marketing & Sales Assistant

London | Nov 2020 – May 2024

- Managed **CRM updates** and B2B outreach pipelines, improving lead data quality by 20%.
- Created sales decks and brand pitch documents, leading to successful partnerships.
- Organised small events and marketing activations, balancing logistics with client communication.

El Iberico / TV Galicia – Journalist & Editor

London/Santiago | 2012 – 2017

- Published original articles, interviews, and feature stories for web and broadcast.
- Developed strong research, editing, and storytelling skills—now applied to digital content.

Education & Certifications

BA Hons: Advertising & Digital Marketing – University of Greenwich, London, 2020

BA Hons: Journalism – University of Santiago de Compostela, Spain, 2013.

Digital Marketing Specialist (Apprenticeship) – The Light Bulb, London, 2023

Certifications:

Google Analytics 4 • HubSpot Academy • SEMrush SEO Toolkit • Digital Marketing Institute • Google Digital Garage

Additional Experience

Gordon Ramsay Group & Yo! Sushi – Restaurant Supervisor. *London | 2013–2016*

Led front-of-house teams in high-volume environments. Developed leadership, conflict resolution, and team management skills under pressure, skills I still apply in marketing project coordination and team collaboration.

Host Staffing – Events Assistant. *London | 2017–2020*

Supported promotional events and activations. Gained experience in logistics, brand presence, and customer-facing communication.

Campaigns

SEO Blog Content

Wrote and optimised blog articles using SEO best practices.
Result: Increased website traffic by 19%; several articles achieved first-page Google ranking.

Content Calendar Creation

Planned and managed SEO-driven content calendars for clients in various industries.
Result: Improved brand visibility and ensured consistency across digital channels.

SEO Optimisation Support

Reviewed and improved existing web content for SEO performance.
Result: Increased organic impressions and helped improve discoverability.

Social Media Storytelling

Produced short-form video content and captions to promote youth-focused fair and workshops.
Result: 114% increase in followers and 118% reach improvement on IG/FB.

Digital Publishing & Article Writing

Researched, wrote, edited, and published online news articles for digital and TV platforms.
Result: Built strong foundations in content strategy, audience-focused writing, and multilingual publishing.