

# ABIE DAVIS

Content Writer, Editor and Account Manager

## DETAILS

### ADDRESS

Reading, Berkshire  
United Kingdom

### PHONE

+44 7388 400 934

### EMAIL

abie@abiedavis.co.za

## LINKS

[My Online Portfolio](#)

[LinkedIn](#)

[My CV as a Mario Game](#)

## SKILLS

Keyword Research

SEO Best Practices

Attention To Detail

Communication

AI Tools & Content Generation

Ahrefs, Frase, KeyClusters,  
SurferSEO, WordPress

Content Writing & Editing

## PROFILE

I am a skilled Content Writer who excels at creating content that engages and resonates with readers. With extensive experience in the field, I produce captivating posts that make a lasting impact.

My approach combines data-driven insights with creative thinking. My top strength is adapting my writing style to suit different audiences, ensuring that copy is compelling.

Don't take my word for it: check out my portfolio to get a taste of my creative flair, and venture into my original Mario-style adventure game to learn how I can take your brand to the next level.

## EMPLOYMENT HISTORY

### Account Manager, Contentellect LLC

Denver, USA,  
Remote

Feb 2022

Managing content creation, around 50,000 words a month for a large portfolio of clients. My content drives organic traffic, improves SEO, and grows domain authority.

To create epic content I use keyword research to develop competitive content plans that consider the audience, industry, and current trends.

Part of my success is due to the of 5 - 10 freelance writers that I manage daily.

### Content Writer, Contentellect LLC

Denver, USA,  
Remote

Jul 2021

I started working at Contentellect as a Content Writer, quickly progressing to Account Manager. My key duties included researching and writing content according to the supplied brief. This included adopting the client's unique voice and tone.

I was also responsible for making edits and timely changes, applying great attention to detail and sourcing royalty-free images.

## LANGUAGES

---

English

---

Afrikaans

---

## HOBBIES

---

I am an avid miniature war hobbyist - when I'm not knee-deep in the trenches, assembling and painting miniature soldiers, I'm helping to write content that charms, converts, and convinces. Relentlessly helpful and creative, I love to travel, game and explore!

## Production Manager, Compu-Signage

Krugersdorp,  
South Africa

Aug 2016 — Aug 2021

As co-owner of my own enterprise set up with a friend, my main duties included:

- Creating marketing material to gain new customers.
- Being in charge of graphic design and operating large-format printers.
- Leading project management for various OOH innovations.

---

## COURSES

---

### Certificate in Systems Development, Richfield Graduate Institute of Technology

2003

### Full Stack Web Development Certificate, FreeCode Camp

2016

---

## KEY SECTORS

---

TECH / SAAS / SEO / FINANCE / HR / JEWELLERY / COSMETICS / PETS  
/ GARDENING / HOME FINANCE / MEDICAL / PRODUCT REVIEWS /  
PRESS RELEASES / NEWS ARTICLES / HOW TO GUIDES

---

## REFERENCES

---

References available upon request