Grace Adeyemi

Content Writer · B2B Software and Small Business Finance

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SUMMARY

Content writer with 7 years of professional writing: 3 as a business reporter, 4 writing search-driven articles and case studies for a payroll software company. Turns tax and compliance topics into plain explanations that small business owners can act on.

EXPERIENCE

Content Writer · Tallgrass Payroll — Feb 2022 – Present

Columbus, OH

- Wrote 6 to 8 long-form articles a month on payroll tax and compliance, each checked by the company's in-house CPA before it went live.
- Built a state payroll tax guide series covering all 50 states and DC; it now brings in about 310 trial signups a month.
- Rewrote 40 underperforming posts using Search Console query data; 26 now rank in the top five results for their main keyword.
- Produced 14 customer case studies, each built from a 45-minute interview and approved by the customer's own team.
- Maintained the 30-page house style guide and edited drafts from 4 freelancers and 2 product marketers.

Staff Reporter · Columbus Business Weekly — Jun 2019 – Jan 2022

Columbus, OH

- Covered small business, commercial real estate and city council for the print weekly and daily web edition, filing 4 to 6 stories a week.
- Reported the $38 million cost overrun on a downtown parking garage; the story was cited in two council hearings.
- Interviewed more than 300 owners, officials and analysts, and kept a source list the newsroom still shares.

EDUCATION

B.S. Journalism · Ohio University, E.W. Scripps School of Journalism — May 2019

SKILLS

Writing: Long-form SEO articles, Case studies, Landing pages, Email, Interviewing, Editing, AP style

Search and analytics: Keyword research, Search intent, Semrush, Google Search Console, GA4, Clearscope

Tools: WordPress, HubSpot CMS, Google Docs, Asana

CERTIFICATIONS

HubSpot Content Marketing Certification (HubSpot Academy)