

Bildad Oyugi

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Profile

SEO & AI Search Consultant • Head of Content at Helply

SEO and AI search consultant with 7+ years across agencies, SaaS, e-commerce and publishing. Runs content, technical SEO and GEO as Head of Content at Helply, and founded Untitled Media. Certified by Google, HubSpot and Semrush.

Skills

Content & SEO: SEO Content, GEO (AI Search), Copywriting, Copyediting & Proofreading, Research

Tools: Search Console, GA4, Looker Studio, Semrush, WordPress, Shopify, Postscript

Professional: Communication & Collaboration, Time Management & Meeting Deadlines

Experience

Helply, Head of Content

2025 – Present

- Lead content strategy, the editorial calendar, and every brief for a B2B SaaS support platform.
- Own SEO end to end, from keyword strategy to on-page fixes; 141 published articles under my byline.
- Run GEO so the brand is cited in AI answers; helply.com is cited in 472 Google AI Overview answers (Sep 2026).
- Grew monthly organic clicks from 226 (Aug 2025) to 2,484 (Jul 2026); 524 keywords in Google's US top 10.
- Build the weekly SEO reports and Looker Studio dashboards leadership uses to track rankings, traffic and leads.

Untitled Media, Founder & Editor

Present

- Built and launched the site from scratch, then grew it into a youth magazine.
- Write and edit the explainers on policy, money and work.
- Run the site's SEO, from keyword research to the publishing schedule.

Imperia Caviar, Administrative Growth Assistant

Jan 2025 – Jan 2026

1 year 1 month

- Ensured clear communication between the agencies and the company.
- Submitted weekly sales reports on Shopify and ad-performance reports for Google, Meta, and Microsoft.
- Built SMS campaigns on Postscript and reviewed and approved email campaigns.
- Handled SEO across 7 brands.

Groove, Content Marketer

Jan 2024 – Jan 2025

1 year 1 month

- Conducted keyword research, competitor analysis, and created content outlines.
- Wrote and edited content, ensuring every piece followed the content brief.
- Created weekly reports for C-suite stakeholders.

Top SEO Writers, Copywriter & Copy Editor

Jan 2022 – Jan 2023

1 year 1 month

- Produced high-quality copy for a wide range of client projects, including website content, advertising campaigns, product descriptions, and promotional materials.
- Conducted thorough copyediting and proofreading to ensure error-free, polished deliverables.
- Collaborated closely with clients to understand their requirements and deliver tailored solutions aligned with their brand identities.
- Applied SEO best practices to optimize content for search engines and improve organic visibility.

Belrose Marketing, Social Media Manager

Jan 2022 – Dec 2022

1 year

- Created and set up social media accounts for the company's storage facilities.
- Built Facebook ad campaigns promoting the storage facilities.
- Designed business cards for the company manager.

KE Writers, Copywriter

Jan 2019 – Jan 2022

3 years 1 month

- Developed persuasive, engaging copy for various marketing materials, including website content, blog posts, social media campaigns, and email newsletters.
- Conducted in-depth research into target audiences, brand voice, and industry trends to create compelling, targeted messaging.
- Collaborated with cross-functional teams, including designers and marketing managers, to ensure consistent brand messaging and meet project deadlines.
- Revised and proofread copy for accuracy, grammar, and adherence to brand guidelines.

Certifications

Google Digital Garage: Digital Marketing (2023)**HubSpot:** Inbound & Content Marketing (2023)**SEMrush:** SEO & Content Marketing (2023)**Copywriting Masterclass:** Professional Certification (2019)

Interests

Writing • Reading • Content creation