

Jacob Peter

SEO Content Manager | iGaming Content Specialist

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PROFILE

Content Manager and SEO Content Specialist with more than five years of experience creating, managing and optimizing digital content for the iGaming industry across the U.S., UK, Ireland, Canada and other markets. Experienced across research, writing, editing, CMS publishing, on-page SEO and Google Search Console performance analysis.

CORE SKILLS

Content management | SEO content strategy | Content editing | CMS publishing | Google Search Console | Keyword research | On-page optimization | Affiliate content writing

EXPERIENCE

Content Manager

Complete Sports | Present

- Manage the complete content lifecycle from creation and editing to CMS publishing and ongoing optimization.
- Create and edit bookmaker reviews, casino reviews, bonus pages, sports news and match previews.
- Optimize titles, metadata, URLs, headings, internal links and image placement.
- Use Google Search Console to track rankings, impressions, clicks and indexing, then prioritize worthwhile updates.

Content Writer and Editor

BetReview247 | Present

- Research and write match previews, sportsbook and casino reviews, betting guides and score predictions.
- Edit contributor work for accuracy, consistency, editorial quality and brand alignment.
- Upload, format, optimize and publish articles in the CMS, then refresh pages using performance data.

Freelance Content Writer

Growth Leads | Project engagement

- Write U.S.-market content covering sweepstakes casinos, prediction markets and sports-betting guides.
- Translate detailed briefs into natural, reader-friendly articles with required terms and internal links.

EXPERIENCE, CONTINUED

Content Writer

BetBrothers | Feb 2025 - Feb 2026

- Researched betting sites, odds, promotions, casino products and sportsbook features.
- Delivered approximately 30,000 words weekly across reviews, guides, betting tips and blog content.
- Maintained accuracy, industry compliance and responsible gambling standards.

Freelance iGaming Content Writer

Multiple clients | Ongoing

- Conduct keyword research, optimize existing pages and adapt voice to varied client requirements.
- Write casino and sports-betting articles, reviews, guides and promotional material.
- Track industry trends, releases, regulatory changes and player preferences.

SELECTED ACHIEVEMENTS

- Achieved first-page Google rankings for multiple published articles, including top-three positions.
- Generated thousands of search impressions and hundreds of organic clicks through strategic optimization.
- Improved organic visibility for casino affiliate content and supported engagement through useful reviews and guides.
- Helped Startupodero connect with audiences through blogs, social content and newsletters.

WORKING PRINCIPLES

Reader value before keyword density. Accuracy and responsible gambling standards are non-negotiable. Published content is treated as a living asset that can be improved with evidence.