

CONTENT MANAGER • MANAGING EDITOR

Glory-Anna Oshafi

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I help B2B SaaS brands scale content operations by building editorial systems that deliver quality at volume. Over 7 years, I've led teams of 10+ writers, coordinated weekly output of multiple long-form articles across client accounts, designed editorial workflows that reduce editing cycles and maintain SEO/AEO standards, and contributed to founder-led content, hiring, and onboarding decisions.

WORK EXPERIENCE

Embarque.io

SEO Content Editor & Content Manager

Remote | London, UK

Sept 2025 - July 2026

- Coordinated 6+ writers and editors to deliver 15+ long-form articles weekly across 3+ B2B SaaS client accounts, managing content calendars, assignments, deadlines, and editorial QA from draft through publication.
- Owned Embarque's in-house website content calendar: researched content opportunities, planned and assigned articles, edited submissions, oversaw about three content refreshes weekly, and reviewed performance to guide future topics.
- Managed the founder's LinkedIn content calendar and content production, turning SEO and content-marketing expertise into clear thought leadership posts and carousels.
- Built an AI-assisted article refinement workflow from recurring senior-editor feedback, helping writers fix structural and quality issues before submission and reducing typical editing rounds from 3-4 to 1-2.
- Created briefs, keyword guidance, editorial templates, and QA checklists; edited for structure, clarity, brand voice, factual accuracy, on-page SEO, and AEO optimization while making calls on rewrites and content direction before strategist sign-off.
- Worked closely with SEO strategists, account managers, operations, and leadership to keep client calendars on track, flag delays, balance workloads, and maintain consistent delivery standards.

Content Distribution

Content Writer

Remote | Seattle, US

July 2024 - July 2025

- Produced 8,000+ words weekly across B2B SaaS, fintech, and marketing accounts, working within detailed content briefs, search-intent requirements, and editorial standards.
- Wrote and refined 90%+ of the content introducing Notion Mail, translating product positioning and technical details into clear market-facing launch content.
- Produced and refreshed high-authority content for brands including Nucleus Genomics, Klaviyo, and Austin Capital Bank across product education, SEO, and thought-leadership use cases.

Juphy

B2B SaaS Content Writer (Contract)

Remote | Delaware, US

Apr 2022 - Sept 2024

- Created bylined, product-led B2B SaaS articles, reports, and industry analysis to drive organic visibility, product education, and brand authority.
- Conducted deep industry and competitor research to turn complex customer-service and digital-marketing topics into credible, data-backed content for SaaS decision-makers.

Ecrivains Consult

Web Content Writer & Editorial Manager

Remote | Lagos, Nigeria

July 2019 - Jan 2022

- Led a 10-person writer team across 8+ client accounts, assigning work, planning content calendars, tracking capacity, reviewing deliverables, coaching writers, and managing day-to-day editorial delivery.
- Built a scalable editorial workflow for a growing multi-client pipeline, moving task tracking from Google Sheets to Trello and improving workload visibility, deadline adherence, communication, and production consistency.
- Interviewed and evaluated writers, created hiring assessments, onboarding documents, writing guidelines, and training materials, and managed performance through feedback, warnings, and recommendations to senior management.
- Edited 500+ pieces at volumes of up to 5,000 words per day, maintaining accuracy, brand consistency, SEO requirements, and quality across multiple client accounts.
- Improved onboarding speed, team retention, capacity visibility, and client communication while reducing missed deadlines by 80% and dropping client escalations by 35%.

ADDITIONAL EXPERIENCE

Independent Editorial & Content Consulting

Remote

Book Editor & Content Consultant

Aug 2026 - Present

- Provide book editing and content consulting for authors and brands, strengthening structure, clarity, messaging, and editorial quality while managing projects independently from initial review through final delivery.

Science Clinic

Remote | Miami, US

Content Associate (Contract)

Sept 2021 - Nov 2021

- Created B2B pitch materials and outbound email copy for networking and sales campaigns.

Mind, Body, and Soul Wellness Center

Ibadan, Nigeria

Digital Content Creator

Jan 2019 - June 2019

- Produced articles, social content, video, and ad copy that grew the brand's digital visibility and audience engagement.

LEADERSHIP EXPERIENCE

Petra Christian Centre, Wuse

Abuja, Nigeria

Assistant Directorate Head, Media (Pro Bono)

July 2026 - Present

- Assistant Directorate Head for a 70+ person media department, directly overseeing three teams totaling about 50 volunteers; three team leads report to me.
- Delegate responsibilities to team leads, review reports, schedule directorate-wide training, and oversee structures, workflows, and role assignments for weekly services and major events.
- Review and approve social-media strategy and campaigns, support major conference communications, and lead ongoing work to standardize processes across teams.

Previous leadership: Social Media Team Lead (2023-2026) | Assistant Social Media Team Lead (2022-2023)

CORE SKILLS & TOOLS

Editorial Leadership: Team management, writer coaching, hiring and evaluation, editorial QA, workload planning, content calendars, workflow design, onboarding, performance feedback

Content & Strategy: B2B SaaS content, long-form editing, content briefs, content audits, competitor research, search-intent analysis, product-led content, case studies, thought leadership, repurposing

SEO & Analytics Tools: On-page SEO, AEO optimization, GEO fundamentals, keyword research, content refreshes, GA4, Ahrefs, Semrush, SurferSEO, Frase, Clearscope

Platforms: WordPress, Google Workspace, Notion, Trello, ClickUp, Asana, Canva, AI/LLM tools and prompt-based editorial workflows

PUBLICATIONS

So, You Want to Be a Content Writer? - Author (2025). Practical guide to content writing for beginners.

EDUCATION

M.A. Cultural and Media Studies - University of Ibadan

2022

B.A. Linguistics - University of Ibadan

2016