

VIANCA MEYER

Senior Content & Multimedia Strategist
Editorial Systems, Audience Growth & Organic Discovery
(B2B SaaS, Fintech, Web3 & Tech)

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IMPACT SUMMARY

I work at the intersection of editorial strategy and growth.

For over 10 years, I've contributed to building content systems across SaaS, fintech, Web3, and tech media, where the goal wasn't just publishing more, but publishing with structure and intent. I've worked alongside editorial, product, and growth teams to shape long-form articles, video, podcasts, newsletters, and educational hubs so they support one clear direction instead of competing for attention.

My role has consistently been to bring clarity to complex industries, introduce structure where there isn't any, and help teams turn good content into sustainable audience growth.

SELECTED WINS

- Contributed to scaling organic editorial traffic from 500K to 1M monthly readers through structured content architecture and refresh programs
- Supported 40–60% organic growth initiatives across SaaS and tech brands through performance-driven editorial systems
- Led the development of AI-optimised authority hubs that secured 36 AI search citations in two months (CreativeWeb)
- Contributed to launching and scaling multi-format content initiatives, including podcast and YouTube growth to 8K subscribers within six months
- Developed editorial governance standards, workflow systems, and optimisation playbooks used across teams to improve consistency and performance
- Delivered full-funnel educational and product content supporting engagement, authority, and conversion goals

CORE SKILLS

- Multi-Format Content Strategy (Editorial, Video, Podcast, Social)
- Audience Growth & Content Distribution Strategy
- SEO, AEO & AI-Driven Content Discovery
- Editorial Systems & Content Operations
- Structured Content Architecture & Authority Building

- Cross-Team Alignment (Product, Growth, Brand, Editorial)
- Performance Tracking, Dashboards & Optimisation
- Editorial Governance & Workflow Design
- Team Leadership & Quality Oversight

EXPERIENCE

CreativeWeb (Remote)

Content Strategy Lead – SEO, AEO & AI Discovery | 2025 – Present

- Led the development of AI-first authority hubs, securing 36 AI search citations within two months
- Contributed to building and scaling the organic content engine across strategy, production, quality control, refresh cycles, and performance optimisation
- Defined scalable content roadmaps aligned to growth objectives
- Built structured content architecture using topical clustering, entity mapping, and answer-driven frameworks
- Developed long-form educational hubs and solution storytelling aligned to brand positioning
- Established editorial standards, governance systems, and workflow processes to support scalable growth
- Collaborated with SEO, Product, and Growth teams to align content strategy with broader business initiatives

DesignRush (Remote)

Senior Content Editor, SEO Strategist & Head of Podcast | 2022 – 2025

- Contributed to large-scale editorial operations combining authority storytelling with performance optimisation
- Supported the growth of organic readership from 500K to 1M monthly users through a structured editorial strategy
- Collaborated on editorial roadmaps spanning discovery, education, and conversion stages
- Managed and mentored a team of 10 writers, implementing quality standards, structured briefs, and QA systems
- Contributed to launching and scaling a multi-format content program (podcast, YouTube, blog, newsletter), growing YouTube to 8K subscribers in 12 months
- Integrated expert interviews into cohesive cross-channel content, including blog features, newsletters, social content, and campaign assets
- Built and maintained performance dashboards to guide ongoing optimisation decisions

Freelance Senior Content Strategist & SEO Lead (Remote)

Global SaaS, Fintech, Web3 & Cybersecurity Clients | 2016 – Present

Major clients include: Solana, Zoomex, CyberGhost, Private Internet Access, TopCasinoRewards, NinjaPromo, Kape Technologies, and SaaS/fintech brands

- Contributed to organic growth initiatives across technical and product-led organisations through structured editorial systems

- Supported multi-channel content strategies, including blogs, educational hubs, product explainers, research resources, and campaign content
- Partnered with product marketing, engineering, and brand teams to ensure technical accuracy and clarity
- Designed content roadmaps aligned to acquisition, authority-building, and revenue goals
- Collaborated with writers and creatives to scale output while maintaining editorial standards

Selected impact:

- Contributed to 45%+ organic growth across technical education hubs
- Supported 50%+ growth across high-intent solution content clusters
- Improved engagement and content-assisted conversions across multiple brands

YEO Messaging (Remote)

Copywriter & Content Manager | 2021 – 2022

- Contributed to SEO-driven content pipelines supporting demand generation and product education
- Developed technical blogs, guides, and solution-focused editorial content
- Partnered with product SMEs to ensure messaging accuracy and clarity
- Supported performance optimisation initiatives that increased CTR by 25% and conversions by 15%

EDUCATION

University Of South Africa (UNISA)

BA Project Management

2014 – 2018

University of Johannesburg

BA Public Relations

2011 – 2014

CERTIFICATIONS

- AI & Machine Learning for Business (Udemy)
- Blogging Masterclass (Udemy)
- Web Design: HTML & CSS (Udemy)

TOOLS & ANALYTICS

SEO & Performance: GA4, Google Search Console, Ahrefs, Semrush, Screaming Frog

Content Intelligence: MarketMuse, Clearscope, Frase

CMS & Marketing: WordPress, HubSpot

AI Strategy & Creation: ChatGPT, Claude, Gemini, Perplexity

Collaboration: Notion, Asana, ClickUp, Google Workspace