

ANTONY KARANJA

Freelance Writer | Research & Content Specialist

Nairobi, Kenya

Available for remote and international projects

Looking for long-term client relationships

Professional Profile

I'm a freelance writer, researcher, and content specialist who focuses on clear, well-researched, and useful writing. I like turning ideas and information into content that actually serves the reader or the client's goals.

Most of my work involves research, writing, editing, and shaping longer pieces—articles, blog posts, reports, manuscripts, and other written material. I'm comfortable working on my own, following detailed briefs, meeting deadlines, and adjusting tone and style depending on the audience.

I care about accuracy, originality, confidentiality, and staying in touch with clients throughout a project. My aim isn't just to finish one assignment and move on. I prefer becoming a reliable long-term resource who understands what a client needs and delivers consistently.

Core Services

Article and blog writing

Web and digital content

Research and information gathering

Editing and proofreading

Long-form writing and book/manuscript development

Ghostwriting

SEO content

Content rewriting and improvement

Reports and document preparation

Online research and fact-checking

Transcription and content organization

Creative writing and social media content

Content planning

Key Strengths

I'm good at finding, organizing, and turning information into clear written material. I write in a structured, readable way and can shift tone to match the audience. Editing is something I take seriously—grammar, clarity, flow, and consistency matter to me.

I stick to agreed schedules and treat deadlines seriously. I'm used to working independently while keeping clients updated. I pay attention to detail and try to catch issues before they become problems. I'm comfortable switching between different subjects, formats, and styles, and I'm looking for ongoing work rather than one-off projects.

Professional Experience

Freelance Writer, Research & Content Specialist

Independent | Remote

I research and write content based on client briefs and goals. This includes articles, blog posts, research-based pieces, creative work, and longer projects. I also edit existing material for clarity, structure, and readability. A lot of the work involves online research and organizing information into something coherent. I've worked on book and manuscript concepts, adjusted writing style for different audiences, and managed projects from research through final delivery while keeping client information confidential.

Brand Ambassador

Safaricom PLC | September 2023 – July 2025

Promoted mobile products and prepaid services, explained product details clearly, built customer relationships, and worked toward targets in a fast-paced setting. The role strengthened my communication, persuasion, and customer-service skills. I worked both independently and as part of a team.

Self-Employed

June 2025 – Present

I run the day-to-day side of the business—stock, supplies, customer service, and cash handling. It requires staying organized, consistent, and reliable while managing multiple small responsibilities at once. The experience has sharpened practical skills in planning, time management, and dealing with people.

Working Availability

I normally work 48 hours a week, Monday to Saturday. For tight deadlines or heavier workloads I'm willing to work Sundays when needed. I'm especially interested in long-term arrangements, recurring work, and dedicated-resource setups where I can support the same clients over time.

Working Approach

I tend to follow a simple process: understand the brief and goals first, research thoroughly, write the content, then edit and refine it. I welcome feedback and use it to get the final piece as close as possible to what the client wants.

Personal Qualities

Reliable, curious, detail-oriented, deadline-focused, and comfortable working on my own. I communicate professionally and try to keep improving.

Interests

Reading, writing, hiking, blogging, and puzzles. These keep me curious and help with creative and analytical thinking.

What You Get

When you work with me you're not just getting someone who produces words. You're getting a research and content person who can take ideas and requirements and turn them into organized, professional material that fits the audience. I'm looking to build longer working relationships based on quality, reliability, clear communication, and consistent delivery.

Available for

Freelance projects, recurring assignments, long-term contracts, dedicated resource arrangements, and remote work.

Antony Karanja

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