

JOAN KIARA

Content Writer • Customer Experience • Operations Coordinator

Working remotely • hello@joankiara.com • Open to full-time & freelance

PROFESSIONAL SUMMARY

Customer experience specialist, content and SEO writer, and operations coordinator with seven years across six industries: healthcare, content and media, agency services, fitness, beauty, and fashion retail. Writes SEO content that ranks, handles customer communication where accuracy matters, and builds the operations that keep small teams from dropping things.

CORE COMPETENCIES

- Customer Experience
- Content Strategy
- Operations
- SEO & Content Writing
- Keyword Research
- Team Leadership

WORK EXPERIENCE

Customer Support Agent

Sep 2025 – 2026

Everymeds

- Managed patient inquiries across live chat and social media, from order status to sensitive health questions
- Coordinated between support, logistics, and medical teams so cases closed with an answer
- Handled escalations with the speed and discretion healthcare demands
- Flagged recurring issues to sharpen the team's support playbook

SEO Content Writer

Oct 2023 – Apr 2025

Center for Worklife

- Wrote long-form articles on online income and business models that earned Google rankings
- Owned the keyword research and competitor analysis behind each brief
- Optimized drafts for search intent without losing the human voice
- Held an eighteen-month publishing cadence without dropping a slot

Content Manager

May 2022 – Oct 2023

Tesh Writers

- Ran the content pipeline end to end: assignments, deadlines, and delivery for a roster of clients
- Edited each piece against client briefs and house style before it shipped
- Managed client relationships: scoping, feedback rounds, and renewals
- Built the operations infrastructure the writing team worked inside

Membership Coordinator

Jun 2021 – May 2022

Platinum Gym

- Handled registrations and onboarding, the front door of the member experience
- Matched members to the right trainers and kept class schedules running
- Coordinated member events from planning through the day itself
- First point of contact for questions, complaints, and renewals

Sales Representative & Acting Shop Lead

Mar 2020 – May 2021

Scents Lifestyle Kenya

- Beat monthly sales targets on the shop floor, month after month
- Earned the acting shop lead role and ran daily operations
- Coached the sales team on product knowledge and closing
- Managed stock, displays, and end-of-day reconciliation

Retail Shop Manager

Jan 2019 – Mar 2020

D-Fashions

- Ran the whole boutique alone, end to end
- Managed inventory, stock buying, and merchandising decisions
- Built a repeat-customer base through personal styling and follow-up
- Kept the books: daily sales records and reconciliation

WHAT I OFFER

Content & SEO Writing

Articles and blog posts optimized for search engines without sacrificing readability. Clear, well-researched content that ranks and gets read. Services include blog posts, SEO articles, ghostwriting, and editing.

Customer Experience

Customer communication across chat, email, and social media. Skilled at resolving issues efficiently, de-escalating situations, and making customers feel heard. Experienced with Intercom, social media support, client relations, and multi-channel communication.

Operations & Coordination

Stock tracking, scheduling, billing, and team handoffs. Experienced in keeping small businesses and teams running smoothly, ensuring nothing falls through the cracks. Covers inventory management, scheduling, team coordination, and billing.

PORTFOLIO HIGHLIGHTS

The Ozempic Body. The Real Version. — *Explainer, The Untitled Media*

Published July 2026. What semaglutide is, what it costs, and the side effects nobody posts.

How to Build a Sustainable Online Income in 2025 — *SEO Writing*

A practical breakdown of what works when it comes to earning online, minus the hype.

What I Learned Managing a Content Team — *Content Strategy*

The systems, mistakes, and fixes that helped me keep a writing team productive without burning everyone out.

The Shop Floor Taught Me More Than Any Course — *Blog / Personal Essay*

What working in retail for three years taught me about reading people, handling pressure, and showing up every day.

7+

YEARS EXPERIENCE

6

INDUSTRIES

6

ROLES HELD

Open to freelance & full-time opportunities