JESSE DAVID IFEANYI

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EDUCATION

Tai Solarin University of Education   *Sept 2017 - March 2021*
Bachelor's Degree in Education Technology   CGPA: 4.2

SKILLS SUMMARY

Soft Skills:	Critical Thinking, Problem-solving, Effective Communication
Tools:	Google Workspace, Microsoft, WordPress
Writing:	Content Writing, Ghostwriting, Researching,
Content:	Website Content and Data Curation (Thema Codes)
Technical Skills:	Search Engine Optimization, Data Analysis, Educational Tech.

WORK EXPERIENCE

WEB CONTENT WRITER - *Coinscreed (USA) - Remote*   *Nov 2021 - Dec 2022*

- Wrote well-researched and engaging articles, blog posts, guides, reviews, and website content on cryptocurrency topics including market trends, technology, industry news, ICOs, DeFi, blockchain, and related topics.
- Conducted keyword research and optimize content for SEO (Search Engine Optimization) using on-page SEO techniques to increase organic search rankings and drive traffic to the website.
- Reviewed and edited all written content to ensure it is error-free, on-brand, and meets high editorial standards.
- Contributed to link-building campaigns by identifying opportunities to secure backlinks to articles or blogs.
- Uploaded and formated contents on WordPress
- Improved the website visibility on search engine by 40% thus securing first page on SERP.

CONTENT & COPYWRITER - *College Aftermath (India) - Remote*   **June 2022 - March 2023**

- Crafted engaging, plagiarism-free articles that resonated with readers and meet the highest standards of originality.
- Researched each piece from reliable sources, yet wrote in my own voice and style.
- Used combination of paraphrasing, proper citations, and advanced plagiarism-checking tools to maintain integrity.
- Adapt to various niches and ensured that my writing remained fresh, relevant, and most importantly, original.

CONTENT CURATOR & K12 TAGGER - *KnowledgeMotion (UK) - Contract*   *July 2022 - Dec 2022*
- Organized and tagged educational content on the website to ensure it is easily accessible and aligned with the specific needs of K-12 students and educators using Thema Codes.
- Work with a wide videos materials on numerous subjects and ensured each piece is accurately categorized based on grade levels, subject areas, and educational standards.
- Maintained a comprehensive, well-organized database that allowed teachers and students to efficiently navigate and find the resources they need.

CRYPTO CONTENT WRITER - *CoinXposure (USA) - Remote*   *Jan 2023 - Feb 2024*
- Wrote well-researched and engaging articles, blog posts, guides, reviews, and website content on cryptocurrency topics including market trends, technology, industry news, ICOs, DeFi, blockchain, and related topics.
- Conducted keyword research and optimize content for SEO (Search Engine Optimization) using on-page SEO techniques to increase organic search rankings and drive traffic to the website.
- Reviewed and edited all written content to ensure it is error-free, on-brand, and meets high editorial standards.

RESEARCHER - *Freelance*   *2021 - Present*
- Authored and completed over six research projects
- Advanced knowledge in educational methodologies and practices
- Published journal article to solidified commitment to scholarly work in this field.

GHOSTWRITER - *Freelance (Nigeria and India) - Remote*   *Oct 2021 - Present*
- Crafted **Volume 1 and Volume 2** of a comprehensive textbook on podcasting specifically designed for undergraduate students.
- Equipped students with the knowledge and practical skills they need to succeed in the podcasting landscape
- Worked as a Research Content Writer for a high-profile client, **Gate.io**, a prominent cryptocurrency exchange.
- Created in-depth research content that addressed key industry topics, including blockchain technology, market analysis, and emerging trends in the cryptocurrency space.
- Shaped informative and engaging materials aimed at educating Gate.io's audience.

PROJECTS

- Wrote and published a comprehensive handout for Educational Technology undergraduate students.
- Published a journal in the Social Science Education Journal **(SOSCED)** *([LINK](#)).*