

EDOJA DEBORAH IFEOLUWA

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PROFESSIONAL SUMMARY

Creative and results-driven content writer with experience crafting compelling, audience-focused content. Passionate about content strategy, SEO optimization, and digital storytelling. Seeking to contribute innovative writing skills and marketing expertise to forward-thinking organizations.

CORE COMPETENCIES

- Creative Writer
- Copywriting
- Content development
- Content Strategy
- Web Content Writer
- Time management
- Editing and proofreading
- Blogging
- Organization skills
- Interpersonal and communication skills

PROFESSIONAL EXPERIENCE

Writer/Presenter - Kogi state Media centre, Lugard TV

September 2024- March 2025

- Research, write, and present engaging content for various media segments.
- Develop scripts and reports that align with the station's editorial standards.
- Collaborate with production teams to deliver high-quality broadcasts.

Content Writer/Copywriter - Mirald Scale Content

August 2024 – October 2024

- Created engaging content for blogs, articles, and web pages, aligning with the company's brand voice and target audience.
- Developed scripts and optimized video descriptions for YouTube, boosting engagement and expanding the channel's reach.
- Conducted thorough research to ensure content accuracy and analyzed feedback to refine content quality.

Content Team Lead, Graduate Acceleration Program *January 2nd - January 30th, 2024*

- Designed and implemented a comprehensive curriculum for graduate and undergraduate participants, focusing on career development skills.
- Facilitated interactive workshops and training sessions, providing practical tools and insights for professional growth.
- Partnered with industry professionals and alumni to create networking opportunities, internships, and job placements.

Content Writer – Intrapair (*June 2022 – October 2023*)

- Created engaging website content and blogs, optimizing for user engagement and driving a 30% increase in blog readership through strategic SEO practices.
- Developed targeted email marketing campaigns using Mailchimp, resulting in a 40% increase in content engagement and audience interaction.
- Collaborated with teams to align content with app functionality and website design, enhancing user experience and satisfaction.
- Partnered with the social media manager to execute effective campaigns, boosting brand visibility and social media engagement.

Content Writer – Stitchvine (*March 2022 – August 2023*)

- Developed clear, compelling content for the Stitchvine app and website, including user guides, blog posts, and promotional materials, boosting engagement for fashion designers.
- Collaborated with product and marketing teams to create a cohesive content strategy that showcased Stitchvine's solutions for data storage, measurements, and fabric styles.
- Conducted keyword research and implemented SEO strategies, increasing blog reads by 40% and email engagement by 30%.

CERTIFICATIONS & TRAINING

- SEO Content Writing & Strategy – HubSpot Academy (2023)
- Copywriting Masterclass – Udemy (2023)
- Jobberman Soft skills - Coursera (2024)
- Google Project Management -Coursera (2024)

ACHIEVEMENTS

- Increased blog engagement by 40% for Stitchvine through SEO strategies.
- Led a content team that improved graduate employability rates by 20%.
- Developed email marketing content that resulted in a 40% increase in engagement.

TECHNICAL SKILLS

- SEO & Google Analytics
- WordPress & CMS Platforms
- Mailchimp & Email Marketing
- Social Media Management Tools (Hootsuite, Buffer)
- Microsoft Office Suite (Word, Excel, PowerPoint)