

EBERECHUKWU ANNETTE NSOFOR

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Committed Content Developer with over a year of experience, adept in storytelling, content writing and editing for a target audience. Proven capability in establishing a unique relationship with team members to ensure excellent service delivery and improve fact credibility. Proficient in the use of search engine optimization and marketing to increase organic traffic on websites.

AREAS OF EXPERTISE

- ✚ Research and Fact-Checking
- ✚ Copywriting
- ✚ Effective Communication
- ✚ Storytelling
- ✚ Content Writing and Editing
- ✚ Proof-reading and Grammar Checking
- ✚ Social media management
- ✚ Keyword Optimization
- ✚ Collaboration

Technical Skills: Microsoft Office Suite, Google Suite, Google Analytics, Canva.

PROFESSIONAL EXPERIENCE

Content Developer

Degrees and Careers, MOD Group, Lagos, Nigeria | **April 2021 - Present**

- ✚ Researching and composing study and career-related articles for the blog and newsletters.
- ✚ Organizing webinars, live shows and chat sessions to engage with the brand's audience.
- ✚ Creating engaging and educative content online to grow the company's social media presence, and generate traffic for the blog and leads for the business.
- ✚ Developing content and strategy for strong marketing campaigns.

Content Manager

21steps Nigeria | **February 2021 - Present**

- ✚ Responsible for creating and sharing engaging content on Instagram.
- ✚ Engaging with the online community by responding to queries and comments promptly and monitoring customer reviews.
- ✚ Designing graphics for marketing campaigns.
- ✚ Suggesting and implementing strategies to increase brand awareness.

Accounting Intern

Unique Accounting Services, Lagos, Nigeria | **Dec 2019 - Feb 2020, Sept 2020 – March 2021**

- ✚ Responsible for the collection and interpretation of figures in financial statements for audit of companies.
- ✚ Computing balances of accounts receivable, and payable, as well as bank statement reconciliation.
- ✚ Compilation of documents using Microsoft Excel.
- ✚ Filing and updating contact information of clients and memos.

Writer and Social Media Intern

Playcenter Limited, Lagos, Nigeria | **June - Aug 2020**

- ✚ Researched and composed news articles for Wedding Channel Africa's website, recording an increase of about 250% in the news articles on the website.
- ✚ Managed the growth of the company's digital assets by creating and curating content online.

AFFILIATIONS

Organizing Committee Member, *Accounting and Entrepreneurship Summit for Students - University of Lagos*, Lagos, Nigeria | **2018 – 2019**

Volunteer, *Live to Love 2.0 Charity outreach programme*, Lagos, Nigeria | **March 2019**

Volunteer Tutor, *Afara Leadership Centre*, Lagos, Nigeria | **June 2016 – November 2016**

CREDENTIALS

The Podcast Masterclass

Udemy | **May 2022**

Digital Marketing Foundations

LinkedIn Learning | **March 2022**

Content Marketing Certification

Hubspot Academy | **August 2021**

West African Examination Council Secondary School Certificate

West African Examination Council (WAEC), Lagos, Nigeria | **Jun 2014**

EDUCATION

Bachelor of Science in Accounting (Honours)

University of Lagos, Lagos, Nigeria | **2015-2019**

Research Title: *The Impact of Value-Added Tax on the Economic Growth of Lagos State, Nigeria.*

West African Examination Council Secondary School Certificate

Secondary School

Yaba College of Technology, Lagos, Nigeria | **2009-2014**