

Biedimabo Barasua

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Nigeria

SUMMARY

Passionate and driven Blogger with significant academic and practical experience managing blog content across multiple platforms. Skilled at website and SEO optimization, campaign analysis and digital copywriting. Seeking a blogging position.

WORK EXPERIENCE

Communications/ Social Media Manager, Bakerville Immigration Services, Canada **Dec 2022 - Date**

- Monitor SEO and web traffic metrics.
- Generate, edit and publish engaging daily content that increased we traffic.
- Collaborate with other departments to ensure brand consistency.

Customer Service Representative, NPF Microfinance Bank **Feb 2020 - Dec 2020**

- Improved customer satisfaction by 12% in three months, according to in-store and online surveys.
- Consistently met loan target worth more than \$300,000
- Implemented a new number strategy and reduced the average guest wait time by 30 minutes
- Reduced time spent on accessing customer documents by reorganizing customer files.
- Implemented new loan form format to reduce loan processing time.

Writer, Krafft Blog **Jan 2020 – Aug 2022**

- Creating original, informative and engaging content.
 - Proofread blog posts and conducted market research for engaging topics.
 - Conducted market campaigns that increased blog traffic and engagements
 - Implement SEO into written content-keywords, variation, bullets lists and tables.
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EDUCATION

Covenant University **Sep 2015 - Oct 2019**

B.Sc International Relations

Skills

- Google Analytics
 - Verbal and written communication
 - Problem solving
 - Slack
 - Wordpress
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CERTIFICATE

- Effective Corporate Communications Certificate
 - Copywriting Certificate
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*Fine Artist / Badminton Player /
Photography*