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Amami Yusuf

PROFESSIONAL OVERVIEW

Amami Yusuf is a highly skilled and detail-oriented professional with experience in content creation, project management, and social media management. With a strong background in writing and communication, Amami has successfully developed and implemented engaging content strategies to drive brand awareness and enhance customer engagement. Additionally, Amami's expertise in project management and organizational skills has enabled the successful completion of various initiatives.

SKILLS

Project Management, Communication, Writing, Time Management, Organization, Goal Setting, Listening, Teamwork and collaboration, Analytical and Critical Thinking, Creative writing, Editing and Proofreading, Attention to detail, Microsoft Word, Google Docs, WordPress.

EXPERIENCE

2B Designz, Kaduna — *Content Creator Intern*

September 2020 - December 2020.

- Coordinated with marketing and design teams to illustrate articles.
- Produced high-quality communications for internal and external use.
- Developed original content using social listening and independent sources.
- Created content with SEO keywords drawn from Google Analytics.
- Strengthened content through proofreading and editing.

- Analyzed problems and worked with teams to develop solutions.
- Wrote quality content for clients, enabling site visitors to quickly obtain information.
- Researched and reviewed information in support of daily objectives.
- Developed social media content for Twitter, Instagram and Facebook.
- Maintained office schedule and calendar of workflow and meetings.
- Generated stories to reflect current trends and news to pull the audience into the website.

Social Media Manager, Remote—Roaring Writers Ng

October 2020 - January 2021

- Engaged relevant influencers to build brand awareness.
- Set clearly defined goals to drive customer retention, brand awareness and website or social media traffic.
- Suggested and implemented new features to develop brand awareness.
- Conducted research to determine current benchmark trends and audience preferences.
- Monitored the online presence of the brand to engage with users and strengthen customer relationships.
- Communicated with followers to promptly respond to queries and monitor reviews.
- Increased customer engagement through social media.
- Managed team to generate original content and moderate online community members.
- Worked with department personnel to deliver brand consistency in social media messages.
- Created actionable plans to grow and maintain followers through Twitter, Facebook and Instagram.

Secretary/Project Manager Volunteer, Kano — Zemma Awareness Initiative

February 2021 - October 2021

- Assisted in screening and sensitization exercises on Viral Hepatitis.
- Worked with a team to bring health awareness.
- Wrote minutes and reports for the organization.
- Volunteered with groups and organizations to help make measurable differences for program recipients.
- Helped develop monthly schedules and assignments.
- Helped program leaders with administrative support duties.
- Tracked personal volunteer hours in spreadsheets for mandatory reporting.
- Met with visitors and answered questions about the program, requirements and opportunities.
- Organized event schedules and implemented reminder systems.
- Maintained clean facilities to better serve program needs.
- Responded to questions from customers and community members.
- Adhered to organization procedures and instructions to maintain safety for program participants and other workers.
- Engaged in community outreach to support the program's mission.
- Completed clerical tasks and office duties to open full-time employees up for more critical work.
- Spoke with community organizations to further drive outreach efforts and highlight program successes.
- Helped program leadership with planning and fundraising responsibilities.
- Encouraged donations with community fundraising events and campaigns.
- Assisted with special events and programs.

- Used strong interpersonal communication skills to convey information to others.
- Planned and delivered numerous activities and special events.
- Participated in the planning, execution, budgeting and completion of projects.

Individual, Kano — *Home Tutor*

March 2021 - October 2021

- Chose materials and developed lesson plans to enhance the skills of individual students.
- Developed and implemented engaging lesson plans to keep learner attention.
- Monitored and assessed understanding of difficult concepts and adjusted lessons accordingly.
- Shifted between formal and informal methods of teaching to keep students engaged.

Great Blessing Schools, Abuja — *Educator*

January 2022 - August 2022

- Chose materials and developed lesson plans to enhance the skills of individual students.
- Collaborated with adults and children to provide a safe and educational experience.
- Developed and implemented engaging lesson plans to keep learner attention.
- Built relationships and communicated with parents to provide the best learning environment for children.
- Replenished classroom supply levels to support planned lessons and activities.
- Differentiated instruction to meet the needs of diverse learners.
- Exemplified positive behaviour for children by assisting with learning. moving around to manage a classroom and maintain safety.
- Monitored and assessed understanding of difficult concepts and adjusted lessons accordingly.
- Managed classroom activities, parent conferences and lesson plans.

- Participated in department meetings to provide input to colleagues about student achievement and improvement.
- Increased educational expertise and knowledge by participating in instructor-oriented workshops.
- Shifted between formal and informal methods of teaching to keep students engaged.
- Fostered student curiosity and interest through creative hands-on activities.
- Communicated frequently with parents, students and faculty to provide feedback and discuss instructional strategies.
- Met with parents to resolve conflicting educational priorities and issues.
- Evaluated students' understanding of course material through examinations and in-depth essay writing.
- Completed student progress reports mid-term to notify students and parents of strengths and areas of improvement.
- Created and developed lesson plans to meet student's academic needs.
- Administered assessments to determine each student's specific educational and social needs.
- Prepared quizzes, tests and examinations to gauge how well students were learning.
- Developed and implemented classroom routines to address varying student needs.
- Met with students, parents and administrators to address and resolve students' behavioral and academic issues.
- Boosted cultural awareness by incorporating children's literature from world cultures.
- Improved students' analytical skills by introducing state-of-the-art computer program technologies.
- Modified lessons and curriculum to accommodate diverse learners by using strategies such as peer-assisted learning and group work.

September 2022 - May 2023

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Edited and proofread content to confirm proper grammar, quality and consistency with AP style.
- Provided writing support in a fast-paced environment for a variety of public-facing materials.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with an exciting, captivating and authentic approach.
- Produced original, creative content for promotional advertisements and marketing materials.
- Played an instrumental role in creative planning and review sessions, working with the resourceful team to elevate the quality of content and designs.

Freelance, Remote — *Ghostwriter/Blogger*

August 2018 - Present

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Organized material to research and complete writing tasks.
- Wrote compelling, succinct, clear news scripts under tight deadlines.
- Followed company policies and editorial guidelines to craft thorough, well-written content.
- Determined readiness of written pieces, made changes and approved final versions for publication.
- Collaborated with writers and graphic designers to develop content schedules and plan workflows.
- Pitched content strategies and managed asset acquisition.
- Reviewed articles for grammar, spelling, punctuation, syntax, accuracy and compliance with quality standards.
- Prepared works in the appropriate format for publication and sent to publishers or producers.
- Worked flexible hours across the night, weekend and holiday shifts.

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Wrote fiction or nonfiction prose such as short stories, novels or biographies as well as advertising material for use in promoting the sale of goods and services.
- Proofread copy written by colleagues to correct spelling, punctuation and grammar.
- Provided writing support for various projects and departments.
- Conducted intake meetings with project managers to gather requirements and understand unique needs.
- Consulted with customers to understand project requirements and purpose.

EDUCATION

Ahmadu Bello University, Zaria — *Bachelor of Arts*

November 2015 - February 2019

Studied English Language in the faculty of Arts and Humanities for the duration of four years.

CERTIFICATIONS

- Project Management, June 2023 - June 2023
- Content Writing, July 2022 - July 2022
- Certificate of participation; Youth Leadership Campaign, June 2022
- Certificate of Achievement in Blogging, July 2021
- Copywriting, May 2021 - May 2021
- Certificate of Participation; International Conference of Students of English and Literary Studies (ICOSELS), 2019
- Certificate of Participation; International Conference of Students of English and Literary Studies (ICOSELS), 2017
- Computer Application Packages, April 2016 - July 2016

ACHIEVEMENTS

- Columnist on an online magazine, Writers' Space Africa, for the duration of a year (March 2018-February 2019).
- Participated in hosting a spelling bee competition among two government schools in Kano state.

INTERESTS/HOBBIES

Writing, Reading, Sightseeing, Experiencing new cultures, Hitting the gym, Hiking, and Playing games.

LANGUAGES

English Language (proficiency in speaking and writing).

Hausa Language (fluency in speaking).