

# NWACHI INFLUENCE | CONTENT WRITER

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## PROFESSIONAL SUMMARY

Data-driven and results-oriented content writer with 3 years hands-on experience and a proven track record of crafting content for SaaS brands. I have carefully developed my skills in creating blog posts, white papers, case studies, video scripts, email and web copy that not only engage targets but also converts and retains them. My ability to understand and simplify complex technical concepts sets me apart. I conduct in-depth research, optimize content for SEO, and adhere to brand guidelines to ensure that I deliver content that represents the brand's interest.

## CORE COMPETENCES

Content Creation      Empathy      Eloquent Writing  
Editing and Proofreading      In-depth Research  
Collaboration      SEO Knowledge      Time Management  
Analytic Awareness      Adaptability

## RELEVANT EXPERIENCE

### CONTENT WRITER

July, 2023 – Present

Upwork, Freelance

- Social media marketing
- Copywriting
- Content writing
- Email marketing

### CONTENT WRITER

April 2023 – June 2023

Keviv Marketing, Contract

- Crafted new email copy for brand promotions and awareness, also worked with the Content marketing manager and improved email CTR by 45% through compelling copywriting and A/B testing.

- Redesigned website on Wordpress and wrote copy for brand's landing page and about page. Modified prompts on the website, this caused a 30% increase in subscription rate in the first month.
- Ensured that the brand's identity was properly projected, implemented a content calendar that led to 80% increase in monthly content creation.
- Used Canva and Figma to redesign the brand logo.
- Worked closely with internal stakeholders and existing clients to create promotional videos and testimonials, elaborating the core values of the brand as well as the benefits enjoyed by users.
- Edited existing blogs and wrote new SEO-optimized articles that increased blog traffic by 25%
- Enhanced content quality which led to a 30% decrease in editing revisions.

### **CONTENT WRITER**

**June 2022 – June 2023**

Motion Design Experience, Contract

- Worked with the marketing team to define the company's writing goals and customers' jobs-to-be-done. Efforts led to the development of the company's content marketing plan resulting in an increase in productivity and brand cohesiveness across all online platforms.
- Wrote scripts for brand launch animation videos, hangout email invitations, custom-made polo captions, and captions for social media posts. They were so catchy we had an active response that outweighed our initial estimate by 70%.
- Assisted in writing a portfolio for a cofounder.
- My primary role was centered around social media captions.

## **OTHER EXPERIENCE**

### **UI/UX RESEARCHER AND DESIGNER**

**Feb 2020 - Nov 2022**

Freelance

- Wrote presentable case studies based on designs and research across various industries such as E-Commerce, Healthcare, and Crypto.
- Created user personas, identified their pain points, conducted research, offered solutions to their problems, iterated designs and made adjustments that ensured inclusiveness and usefulness.

### **SALES AND MARKETING TRAINEE (NYSC INTERN)**

**Nov 2021 – Oct 2022**

Orange Group, Internship

- I practiced marketing in various forms and excelled exceptionally in mapping of new areas and outlets for distribution. I was spotted as the best mapping trainee amongst my peers.

- I learnt carding, both existing customers and the ones that I mapped. I supplied stores and kiosks with products, taking into account their needs and how to meet them.
- I prepared a detailed case study and analysis of my findings during the mapping and carding process, and also presented it to my supervisors.

## EDUCATION

**Bachelor of Science** | Alex-Ekwueme Federal University Ndufu Alike  
Accounting & Finance  
**CGPA: 4.23**

**2017 - 2021**

## CERTIFICATIONS AND COURSES

### **CONTENT MARKETING PRINCIPLES FOR BUSINESS**

SEMRush Academy

### **CONTENT MARKETING**

Hubspot Academy

## TOOLS

Medium - Notion - Google Docs - Grammarly - Copyspace - SEMrush - HubSpot - Asana  
- Google Drive - Wordpress - Canva - Figma