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**DANIEL NNANNA**

Lagos, Nigeria | 07036484886 | danielnnanna22@gmail.com

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### A creative writer with proficiency in researching, optimizing, proofreading, editing, and developing useful contents that converts. I understand how the power of strategic contents position clients and brands toward their target audience which is why I have honed my skills on the best SEO practices and requirements that fosters online visibility.

### Experienced in writing for a variety of businesses, platforms and media sources, and can deliver informative, descriptive, and creative content.

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**WORK EXPERIENCE**

Content Writer at **Poshclick Portraiture**

(March 2023 till date)

* Produce informative guides and tutorials that cater to different skill levels, from beginners to advanced photographers.
* Generate newsletters using both visual images and insightful copies.
* Developed a beginner’s level photography course that has been reviewed and proven worthy by photography experts.
* Optimize written content with relevant keywords and ensure it aligns with SEO best practices to enhance organic search visibility.
* Conduct thorough research on industry trends and photography-related topics to develop compelling content ideas.
* Managed editorial calendars, adhering to deadlines and ensuring timely delivery of content.
* Review and revise written materials for clarity, grammar, spelling, and accuracy to maintain high-quality standards.

**Content Writer** as aFreelancer

* **Created** a personal blog site using WordPress that drove traffic in terms of engagements and increased the followers 10x more having uploaded just 3 contents.
* **Researched** industry-related topics and keywords and implemented SEO Guidelines in developing articles, and delivered over 25 contents within the stipulated timeline.
* **Completed** multiple product description articles/copies that promoted products and services to generate sales for clients.
* **Established** and **managed** a platform where I wrote numerous descriptive and narrative assignments for both professionals and undergraduates.
* **Creatively initiated** ideas of bonding as a team that increased our individual performance and consolidated the department’s output quickly.

**Content Writer** at OU Media Entertainment

(Sept 2019- January 2020)

* **Collaborated** with the editorial team on arduous tasks to ensure projects were completed before the deadline.
* **Proofread and edit** articles before publication.
* **Implemented** a system using the agile principle that involved creating, editing, and publishing content for the long term when we were short-staffed.
* **Created** and **developed** three contents per day.
* **Wrote** informative, descriptive and creative articles.

**SKILLS**

* **Search Engine Optimization – Skilled knowledge** of modern-day (on-page and off-page) SEO practices that drives content visible on the internet.
* **Content Management System - Familiar** with the WordPress content management system and so many other SEO tools that enable me to generate useful and up-to-date keywords for content.
* **Internet Savvy - Maximizes** full options on the internet to achieve the desired result.
* **Google Search - Ability to feed off** quality information from the internet using Google and various search engine platforms which helps me deliver quality content.

### Excellent Writing and Editing Skills

### Analytical Skills- Presents insights on the style and structure of writing that best connects us to our target audience that effectively increased our engagements.

### Flexibility/Adaptability - Adjusted to working with two departments when we fell short of staff, working simultaneously as both a writer and an editor.

* **Creativity** - **Creatively initiated** ideas of bonding as a team that increased our individual performance and consolidated the department’s output within a short period of time.
* **Leadership** -My position as a professional music tutor has helped me garner the ability of building and motivating others around me to become better.

**CERTIFICATIONS**

* **SEO Foundations** *(LinkedIn Learning)*
* **Marketing Strategy: SEO Content writing** *(LinkedIn Learning)*
* **Content Marketing Foundations** *(LinkedIn Learning)*
* **Writing Ad Copy** *(LinkedIn Learning)*
* **Technical Writing** *(LinkedIn Learning)*