



# GODSFAVOUR EHIDIAMEN

## CONTENT MARKETER

### Contact

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### Education

(2015 - 2021)  
**Second Class Upper Division**  
Accounting  
University of Port Harcourt

### Skills

#### Technical

- Writing (Experienced)
- Proofreading (Advanced)
- Editing
- Blogging
- Keyword Research
- Social Media Management
- Content Writing
- Copywriting
- Email Marketing

#### Soft

- Creativity
- Communication
- Teamwork
- Project Management

#### Techniques

- Creative Content Strategy
- Copy Editing
- Web Content Writing

#### Tools

- WordPress
- Google Docs
- Grammarly
- Canva
- Microsoft Word
- Microsoft Excel

### Language

English

Yoruba

German

I am a dogmatic and fun-loving content marketer with three years of experience in various industries, including technology, healthcare, finance, self-development, and home improvement. I excel in writing compelling content that captures the readers' attention and drives conversion and designing visually appealing images that enhance the overall brand experience.

Key Achievement: Successfully crafted engaging and impactful content that increased website traffic by 50% and doubled conversion rates for the brand.

### WORK EXPERIENCE

Content Marketer Mar 2022- Mar 2023

#### Metricks I London

- Produced high-quality content for various media, including websites, email campaigns, social media, and marketing materials, resulting in a 20% increase in engagement and conversions.
- Collaborated with colleagues and clients to develop compelling content strategies and campaigns that drove a 15% increase in revenue.
- Conducted extensive research to understand target audiences, industry trends, and competitors, resulting in content that resonated with the audience and outperformed competitors.
- Composed clear, concise, and captivating copy, effectively communicating key messages and differentiating Metricks from competitors, leading to a 10% increase in customer retention.
- Ensured all content was optimized for search engines (SEO), leading to a 25% increase in organic traffic.
- Edited and proofread copy to ensure accuracy, consistency, and effectiveness.

Blogger Mar 2021 - Feb 2022

#### Gift Collins Blog I Port Harcourt

- Managed a personal blog and published engaging in the personal development and fashion niche.
- Researched topics related to the blog's niche and developed a deep understanding of the audience and their interests, resulting in articles that attracted over 6000 monthly page views.
- Created high-quality, engaging, and informative content for the blog, including articles, blog posts, and other types of written content, resulting in a 25% increase in website traffic.
- Designed and incorporated visuals, such as images and infographics, into the written content to enhance engagement and shareability.

Content Creator Sept 2021 - Mar 2022

#### Code Inclusive I Port Harcourt

- Generated engaging and effective copy for social media platforms, including Facebook, Twitter, LinkedIn, Instagram, and others, resulting in a 25% increase in follower engagement across multiple communities, including Code Culture, Code Star, Codabae, and Code Idea.
- Worked with the social media team to develop content strategies and campaigns that drove a 20% increase in reach and conversions.
- Designed engaging images, maintained the social media content calendar, and ensured all content was published on schedule, improving consistency and brand presence.
- Crafted compelling headlines and calls to action that encouraged followers to take desired actions, such as clicking a link or sharing a post, resulting in a 15% increase in click-through rates.

Content Writer Sept 2021 - June 2022

#### Goldikany Services I Rumukwurushi, Port Harcourt

- Worked with other writers, designers, and content creators to ensure that all content met the highest standards of quality and professionalism.
- Handled multiple writing projects simultaneously and delivered high-quality content within deadlines.
- Conducted keyword research and optimized content for search engines, resulting in a 30% increase in online visibility for clients.

Content Writer Intern May 2021 - July 2021

#### Side Hustle

- Wrote posts to create awareness.
- Participated in brainstorming sessions and team meetings, contributing innovative ideas and insights to improve content strategies.
- Created compelling articles and lesson notes assigned to me by the mentors.

#### Certification/Training

- Jobberman Soft Skills Training Certification
- Certificate of successfully executing all team tasks at the Side Hustle Internship in Content Creation
- Certificate of completion of Resumes by Digital Nigeria, powered by Microsoft
- Certificate for completing the Social Media Marketing online course by eMarketing institute
- Certificate of completion of Digital Literacy Test by Digital Nigeria, powered by Microsoft