Precious

Fela-Steve

Content Developer

A results-oriented marketing and writing professional with a passion for creating engaging content and driving effective marketing strategies. I always seek a challenging position where I can utilize my skills in content development, copywriting, and online marketing to contribute to the growth and success of an organization.

**WORK EXPERIENCE**

## Beverly Hills Magazine — *Content Writer*

### April 2023 - PRESENT

* Created engaging and informative articles on lifestyle and luxury topics for a prestigious online publication.
* Conducted thorough research to provide accurate and up-to-date information to the target audience.
* Developed creative storytelling techniques to captivate readers and drive website traffic.

## Leader's Quarters — *Content Writing Lead*

### August 2020 - September 2022

* Led a team of writers and editors, overseeing content creation for a prominent online publication.
* Developed and implemented content strategies and funnels to drive traffic and engage the target audience.
* Collaborated with cross-functional teams to ensure consistent brand messaging and high-quality content.

## UNLEASH: Leaders Quarters — *Content Developer and Marketer*

### June 2022 - December 2022

* Developed compelling content and executed marketing strategies to promote the organization's leadership programs.
* Created engaging posts and social media content to attract and educate the target audience.
* Utilized SEO techniques to optimize content for search engines and increase organic traffic.

## Lavista Civic Centre — *Content Marketer*

### January 2023 - Present

* Led a team of writers and editors, overseeing content creation for a prominent online publication.
* Developed and implemented content strategies to drive traffic and engage the target audience.
* Collaborated with cross-functional teams to ensure consistent brand messaging and high-quality content.

## Upfolio — *Copy Editor*

### June 2020 - October 2022

* Edited and proofread marketing materials, including website content, emails, and promotional campaigns.
* Ensured accuracy, consistency, and adherence to brand guidelines in all written materials.
* Collaborated with the marketing team to improve the effectiveness and impact of marketing copy.

## Scholarship Trips — *Content Writing Lead*

### June 2022 - July 2023

* Led a team of writers and editors, overseeing content creation for a prominent online publication.
* Developed and implemented content strategies to drive traffic and engage the target audience.
* Collaborated with cross-functional teams to ensure consistent brand messaging and high-quality content

## Comprador Academy — *Online Marketer/Content Developer*

### June 2020 - July 2023

* Developed and executed online marketing strategies to promote financial education courses and services.
* Created persuasive copy for landing pages, email campaigns, and social media advertisements.
* Developed courses and ebooks to enhance user engagement and attract new learners.

**PROFESSIONAL SKILLS**

* Content Writing
* SEO Optimization
* Market Research
* Online Marketing

**TOOLS**

* Proficient in Microsoft Office Suite and various writing and editing tools.
* Familiarity with content management systems (CMS) and publishing platforms.

**CLICK BELOW TO VIEW:**

**[MY PORTFOLIO](https://docs.google.com/document/d/1_QlEdJSIR-5ZbtutPkcpElTvk5e-fougX8ASTh-hM7Q/edit?usp=drivesdk)**

**EMAIL ADDRESS**

geniusfela@gmail.com