

Njoku Jane

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SUMMARY

A content marketing professional with proven experience in growing reach, readership, engagement, and the online presence of companies across various industries. Writes content that gets you noticed by leads and caters to your existing audience.

WORK EXPERIENCE

June 2023,- October 2023 • Best Lagos, Lagos, Nigeria— *Content Writer (Contract)*

- Implemented SEO practices and worked closely with the client to get articles indexed on Google.
- Wrote two articles daily to improve website activity, drive organic traffic, and boost search engine rankings.
- Put the website on the first page of Google; placed highly in search results.

June 2021- March 2023 • *Lead Content Strategist* • Owlya • St. John's, Canada

- Leading external communication and public relations between the company and leads.
- Spearheading content creation strategy, across various platforms i.e., website, email, and social media.
- Collaborating with teams in various departments to maintain brand consistency.

April 2021- April 2022 • *Sub-desk Reporter* • Nigerian Tribune • Lagos, Nigeria

- Interviewed industry specialists to get features for publication in newspapers and online.
- Covered events happening across Ibadan and wrote these stories in the Newspaper.
- Assisted in compiling and editing news pieces from correspondents for planning and publication in the newspaper.

August 2019 - April 2022 • *Content Manager* • ScholarshipTab • Lagos, Nigeria

- Sourced topics for the website's blog and performed keyword research

- Wrote educational articles to advise students on scholarship opportunities, college applications, visa interviews, studying abroad, etc.
- Managed, assigned tasks, and supervised other content writers in the organization

August 2019 - July 2020 • Content Writer • MyJobMag • Lagos, Nigeria

- Consistently delivered 5 articles a month, 2 guest posts, and participated in forums such as Quora to improve the visibility of MyJobMag South Africa.
- Wrote script and presented videos on the company's YouTube channel.
- Used Google Analytics to monitor audience behaviour, push readers' engagement, and drive website traffic from 50 views to over 1,000+ in 3 months.

March 2019 - August 2019 • Content Intern • Scooper • Lagos, Nigeria

- Supported the in-house content team with scripts, articles, and in creating video content.
- Organized and participated in local community outreach programs to connect with readers.
- Tagged 'Scooper's Most Read Intern' with an 'A' grade score due to the massive readership my articles garnered.
- Collaborated on a web series that garnered more than 2,000 readers for the company's news app.

EDUCATION

July 2015 - April 2018 • Bachelor Of Arts • Bangalore University • Bangalore, India

- Majors: Journalism, Psychology and English
- Secretary to the Psychology Club.
- Financial Secretary to the Association of African Students

RELEVANT SKILLS

- **Technical Skills:** Content writing, Copywriting and Public relations, SEO/Keyword search, Content research and development, Email Marketing, Proficiency in the use of Microsoft Office suite.
- **Soft Skills:** Excellent Interpersonal and communication skills, management skills, public relations, and teamwork.

- **Languages:** English and Igbo.

PROFESSIONAL CERTIFICATIONS

- Google Data Analytics Certificate Beginners and Advanced.