

OKAFOR LINDA NNEKA

Content Writer

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Professional Social Media Profiles:

LinkedIn: Linda Okafor

Facebook: Linda Okafor

Instagram: lindaokafor68

EXECUTIVE SUMMARY

A Dynamic and accomplished creative writer with a passion for crafting engaging content for business brands. An author of five books. I'm Committed to teaching aspiring writers and empowering them to build successful writing careers. Recognized for contributions to the writing community, founding and leading a thriving writers' community, organizing impactful industry events, and receiving certifications and awards for volunteer work and commitment to excellence.

WORK EXPERIENCE

Freelance

Content Writer

- Develops high-quality and engaging social media content for business brand.
- Proficient at writing Blog content articles.
- Crafts engaging and persuasive narratives to promote brand awareness and facilitate customer acquisition.
- Crafts up content calendar at intervals which enables prompt delivery of job.
- Conducts thorough research to deliver accurate and informative content tailored to specific industries.
- Can utilize SEO strategies to optimize content for search engines.
- Can write content that aligns with the brand's tone, voice, and target audience.
- Interacting with followers, responding to comments, and fostering community engagement.
- Collaborates with designers to come up with content with visuals and graphics.
- Monitoring analytics to track content performance and make data-driven improvements.
- Adheres to brand guidelines and maintaining consistent messaging across all channels.

UGOFLYTRAVELS

Social Media Manager (Remote)

January 2021 - June 2022

- Created Content for publications in the social media pages.
- Researched for relevant videos and pictures for publication.
- Had engagements with audience, comments, likes and direct message response.
- Used the business page insight to determine business performance.
- Grew the followers on the business page.

GRAPHIC DESIGNER (Freelance)

- Designs social media flyers for brands
- Uses flyer/infographics in communicating brand message
- Customizes logo for brands
- Can Create Image based Ebooks
- Collaborates with the content creator to come up with contents for flyers

VIEW Africa

Creative Writing Instructor

- Designed and delivered workshops on creative writing, focusing on techniques and strategies for aspiring writers.
- Provided guidance and mentorship to individuals seeking to develop their writing skills and build careers.
- Developed curriculum and course materials to deliver comprehensive and engaging writing instruction.
- Conducted interactive writing exercises and critiques to foster a collaborative learning environment.

FOUNDER AND LEADER

- Founded VIEW Africa, a world-class community of writers, entrepreneurs, and resourceful individuals.
- Developed and nurtured a thriving community with over 1800 active members.
- Provided instruction on writing skills, the business of writing, and book publishing to community members.

INDUSTRY EVENTS/PERSONAL PROJECTS

- Hosted a highly successful business summit in 2021, featuring industry experts; Praise Ohanwe; a content marketing strategist and published Author, and Okoye Ijeoma Dicta; A Book Project Consultant and Founder of CWIN Africa.
- Brought together aspiring writers and industry professionals for insightful discussions and networking opportunities.
- Organised series of webinars teaching online business development

AUTHORSHIP

A Published author of five books:

Book Title: You Will Become A Highly Paid Author

Year of Publication: November 2022

Available on: Selar.co and Spine and Label Bookshop, 3rd Floor, Rhema Mall, Kado, Abuja

Book Title: 11 Questions to Ask before writing a Book:

Year of Publication: March 2023

Available on: Selar.co and Amazon.co

Book Title: Content Writing Strategies That Give Result

Year of Publication: June 2022

Available on: Selar.co

Book Title: How To Gain Brand Visibility

Year of Publication: February 2022

Available on: Selar.co and Amazon.co

Book Title: How To Make Money From What You Know

Available on: Selar.co and Amazon.co

Year of Publication: December 2021

MEDIA AND COMMUNITY RECOGNITION/AWARDS

- Featured in CWIN Africa Journal, a popular media outlet specializing in writing and book publishing.

- CWIN Africa Achievers Award 2021, a community of over 60,000 members.
- Listed among the top 100 most Inspiring Young Female brands in Nigeria by School of Business and Transformation Africa (SBT), in commemoration of International Women's Day.

CERTIFICATIONS

2021 Certificate Appreciation of service for co-conducting a writing challenge for Online Publishers and Entrepreneurs Network (OPEN) community events.

2021 Venture in Management Program (ViMP), Lagos Business School

SPEAKING ENGAGEMENTS

- Guest Speaker at Mindcraft Summit 2022 titled “ REINVENTION CATALYST
- Guest Speaker at Africa Emerging Leaders Conference, 2022, titled “ULTIMATE STRATEGIES FOR REINVENTING THE STATUS QUO.
- Panelist Speaker at the Unveiling of the Fredmind Digital Company, Abuja.

OTHER DIGITAL SKILLS

- Proficient at graphic design using Canva and CorelDraw.
- Proficient at the Use of Google Docs and MsWord for Document and book formatting
- Camtesia for Video Recording
- PowerPoint for making presentation slides
- PowerDirector, Capcut for Video editing

SKILLS

- Exceptional writing skills with a strong command of grammar, syntax, and style.
- Proficient in content creation for business brands.
- Ability to conduct in-depth research to produce accurate and informative content.
- Proficient in teaching and mentoring aspiring writers.
- Strong understanding of publishing industry trends and self-publishing strategies.
- Excellent communication and interpersonal skills.
- Proficient at writing a captivating Brand storytelling.

EDUCATION

Tertiary Education

2018-2019 Higher National Diploma (Marketing)
Federal Polytechnic Idah, Kogi State

2015-2016 Ordinary National Diploma (Marketing)
Federal Polytechnic Idah, Kogi State.

Secondary Education

2008-2014 St. Patrick's Secondary School
Obollo-Afor, Enugu State

Primary Education

2002-2008 Oxford Memorial Nursery/Primary School,
Obollo-Afor, Enugu State.