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Ijeoma Nwachukwu

PROFESSIONAL SUMMARY

Meticulous Content and Copywriter offering a 3- year background creating content and marketing and branding strategies across all digital channels that improved brand authority and increased brand awareness, among target audience.

Collaborative team player possessing impeccable grammar and in-depth comprehension of Microsoft and WordPress. Familiar with SEO practices.

SKILLS

- Proficient in WordPress CMS
- SEO and Editing skills
- Unique content creation and basic design skills using Canva
- Strong time management skills
- Team contribution and Good communication skills

EXPERIENCE

Tech Content Labs — COPY AND CONTENT WRITER

MAY 2021- MAY 2022

- Created content for website including blog posts and articles.
- Wrote engaging ads that generated leads.
- Provided writing support in a fast-paced environment for a variety of public-facing materials.
- Consulted with editors to shape the story and eliminate any errors.
- Wrote advertising material for use by publication, broadcast or internet media to promote sale of goods and services.

Scooper News Agency — CONTENT WRITER AND EDITOR

DECEMBER 2020 - MAY 2021

- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords. Wrote and optimized content for the blog and Facebook
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Created content or digital media and worked with Canva

Resource Hub Services — SEO CONTENT WRITER AND EDITOR

DECEMBER 2019 - DECEMBER 2020

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Collaborated with a team of writers and content marketing strategists to create copy promoting clients' SEO, sales and thought-leadership goals.
- Strategized content based on Google Analytics data, geographical targeting and keyword planning.

EDUCATION

Federal University of Technology Owerri - Nigeria