

Woko Emmanuel Chibuosor

Content Writer

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[My LinkedIn](#)

[My Portfolio](#)

PROFILE SUMMARY

I'm a multi-talented content writer well versed in research, writing and editing a wide range of contents. I'm comfortable working with little oversight to write interesting, clean and clear copy. I also have proficiency in content management systems, online content publishing softwares and SEO.

CORE COMPETENCIES

- SEO
- Copywriting
- Proficiency in Ms office and Google Docs
- Deadline driven
- Ability to work under little or no supervision
- Familiarity with web publications
- Project Management
- Canva
- Effective communication

PROFESSIONAL EXPERIENCE

SEO Content Writer – Naija Kiosk

2022 – Present

- I developed creative and compelling content for various mediums
- I conducted research to gather information for articles, stories and other written materials to ensure a high standard of quality of my content.
- I edited and proofread my works to ensure accuracy and quality
- I collaborated with my team members to ensure the best possible outcome
- I created a content calendar to ensure the timely delivery of materials.
- I conducted keyword research using SEO guidelines to optimise content for search engines to increase organic visibility and drive traffic to the company's website.
- I tracked and reported content marketing strategies, providing regular updates to the senior leadership, and highlighting successes, areas for improvement and actionable recommendations

SEO Content Writer – Realtynub

2022 – 2023

- I wrote quality content on real estate and homes that ranked on the first page of Google SERP.
- I collaborated with my team members to ensure all content is on target and optimised for the target audience.
- I helped to increase conversion by crafting thoughtful and engaging blog content, articles, and landing page copies for my target audience.
- I created a content calendar to beat deadlines while maintaining the quality of my content.
- I Stayed updated with industry trends and techniques in real estate and incorporated them into my work.
- I measured and analyzed content performance using data-driven insights to optimize content strategy, improve performance and maximize ROI.
- I edited and proofread my works to ensure accuracy and quality in my content

Freelance Writer - Pro Invoice

2021-2022

- I created compelling and engaging content for various mediums on invoicing and finance.
- I collaborated with the content marketing team to identify content marketing goals, target audience personas and key performance indicators for measuring success.
- I conducted thorough research to gain insights into industry trends, and customer pain points, using these findings to inform my content creation strategies.
- I collaborated with internal and external subject matter experts to gather information, validate content accuracy and ensure alignment with the brand guidelines.
- I collaborated with the design and multimedia team to create visually appealing and shareable content assets.

EDUCATION

- **Bachelor of Technology In Surveying And Geoinformatics** – Rivers State University of Science And Technology

TRAINING

- **Reuters Digital Journalism** – Reuters **2022**
- **Content Marketing Strategies** - University of California Davies **2020**

LANGUAGES

English - (Native)

Pidgin - (Native)

HOBBIES & INTEREST

- Anime
- Football
- Fashion
- Reading
- Politics
- Real estate
- Health
- Technology