

MELISSA APOCHI

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PROFILE DESCRIPTION: A passionate communications strategist and verbal content curator skilled at leveraging on the power of storytelling as a tool to propel brand growth, awareness and sustainability.

CORE COMPETENCIES:

- Content development
- Communications analysis and research
- Copywriting
- Media psychology and global communication
- Academic writing
- Editing
- Client service
- Creative writing
- Scriptwriting

EXPERIENCE

SENIOR CONTENT SPECIALIST (REDWOLF) OCTOBER 2022- DATE

- Storytelling and verbal content edition in creative, digital and media capacities. In simple terms, create content that will suit the briefs given, improve the stories on point of sale materials, social media and general advertising outlets and platforms.
- Manage both internal and external content curation. This involves both content development and management of content writers to ensure quality control and accuracy
- Conceptualization and development of Advertising materials that effectively communicate brand essence and ideologies.
- Developed captivating, verbal advertising content for clients to tell their stories in such a way that

brand awareness, conversion and engagement are achieved in a sustainable and always on manner

- Developed content strategy documents to showcase content direction, pillars and progressions for clients and their various brands.
- Built integrated promotional campaigns delivering relevant information to targeted audiences with compelling stories and content curated using the Sustainable development goals and social impact theories.
- Curated captivating copies to propel brand awareness, engagement and conversion.
- Wrote scripts in these forms : Hype, sponsorship, promo, synopsis and jingles for both radio, animation and television.
- Drafted press releases detailing relevant newsworthy information and supporting brand image.
- Prepared and edited organizational publications such newsletters, press releases, speeches or client reports for internal or external audiences.
- Periodically coordinate knowledge sharing sessions for interns and subordinates to share knowledge, learn and improve on my writing skills.

CONTENT LEAD (BRANDEYE MEDIA) FEB 2022- OCTOBER 2022

- Developed captivating, verbal advertising content for clients to tell their stories in such a way that brand awareness, conversion and engagement are achieved in a sustainable and always on manner
- Storytelling and verbal content edition in creative, digital and media capacities. In simple terms, create content that will suit the briefs given, improve the stories on point of sale materials, social media and general advertising outlets and platforms.

- Big idea ideation, development and curation of rationales to back up my ideations and intention for execution. This particular role is one i enjoy in terms of team work, learning and knowledge sharing for campaign success.
- Developed content strategy documents to showcase content direction, pillars and progressions for clients and their various brands.
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CORPORATE COMMUNICATIONS ANALYST/EXECUTIVE ASSISTANT (EARTH LOVE UNITED FOUNDATION) AUGUST 2021- FEBRUARY 2022

- Built integrated promotional campaigns delivering relevant information to targeted audiences with compelling stories and content curated using the Sustainable development goals and social impact theories.

- Drafted press releases detailing relevant newsworthy information and supporting brand image.
- Prepared and edited organizational publications such as employee newsletters or stockholder reports for internal or external audiences.
- Created expense reports, budgets and filing systems for the management team.
- Worked with over twenty clients to effectively plan and coordinate environmental projects and ecosystem campaigns.
- Designed posters using canva and collaborated with the technical team to complete projects.

CONTENT WRITER/ EXECUTIVE ASSISTANT (GEORGE OKORO STUDIOS) FEB 2021- JULY 2021

- Maintained consistent working hours to provide responsive service to clients and immediate responses to feedback loops.
- Designed digital marketing campaigns to increase website traffic
- Researched, developed and pitched stories that reflected unique responsibilities of George Okoro Photography.
- Gathered Tacit knowledge and information on customer opinions and adjusted plans to capitalize on current trends to help improve George Okoro's image.
- Edited and also consulted with editors to shape story and eliminate errors for effective communication and storytelling.
- Organized materials, determined area of emphasis and wrote stories according to client's editorial style and format standards.

COMMUNICATIONS AND KNOWLEDGE MANAGEMENT ANALYST (SOCIO CAPITAL IMPACT GROUP) JUNE 2020- FEBRUARY 2021

- In this role, my first capacity was an intern and I used that opportunity to learn and mimic the mannerisms and theories used to analyze both internal and external communication for the purpose of

sustainable development. I did that in three capacities:

1. Learnt the sustainable development goals and what they are used for
 2. Learnt content writing and development by using these tools/ platforms copy.ai, discord, canva and also took a content marketing crash course from EDX
 3. Worked as a social media junior analyst before honing my skills in copywriting and research.
- Worked with graphic artists, post-production team members and other specialists to produce captivating and successful content which improved the brand awareness.
 - Analyzed and reported social media and online marketing campaign results.
 - Improved data collection methods by designing surveys, polls and other instruments.
 - Developed marketing content such as blogs, promotional materials and advertisements for social media.

COMMUNICATIONS INTERN (NIGERIAN EXTRACTIVE INDUSTRIES TRANSPARENCY INITIATIVE) JAN 2019- JAN 2020

- Designed digital marketing campaigns to increase website traffic
- Researched, developed and pitched stories that reflected unique responsibilities of George Okoro Photography.
- Proofread and edited materials prepared by all staff to check and correct spelling, grammar and style.
- Prepared social media posts and videos with an eye for viral content strategies.
- Developed campaigns to increase public awareness of the company and engage customers.

SCRIPT WRITING INTERN (NIGERIAN TELEVISION AUTHORITY) APRIL 2018- NOV 2019

- Designed digital marketing campaigns to increase website traffic
- Researched, developed and pitched stories that reflected unique responsibilities of George Okoro Photography.

- Proofread marketing collateral ahead of printing to eliminate errors.
- Wrote engaging and successful marketing, advertising and website copy for various clients
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free scripts for News and Vox Pops.

PART TIME, FREELANCE AND VOLUNTEER EXPERIENCE

LIST OF COMPANIES I WORKED WITH ON A FREELANCE, PART-TIME OR VOLUNTEER CAPACITY :

1. JUST WRITE AUSTRALIA (FEBRUARY 2022- DATE AS A CONTENT WRITER)
2. CHRISTIAN WRITERS. NG (JUNE 2021- DATE AS A CREATIVE WRITER)
3. ABUJA LITERARY SOCIETY(APRIL 2020- DATE AS A POET AND WRITER)
4. BAMBOOKS (MARCH 2020 - AN ANTHOLOGY PUBLISHED ON THEIR PLATFORM)
5. AMAZON KINDLE (APRIL 2020 - TWO BOOKS ON THEIR PLATFORM(ONE PSEUDONYM AND ONE AS AN AUTHOR)
6. OKADA BOOKS (TWO BOOKS ON PLATFORM)
7. OPAY (AUGUST 2021 CUSTOMER SERVICE REP)
8. MALARIA CONSORTIUM (MAY 2018- AUGUST 2021 AS A TRANSCRIPTIONIST AND RESEARCH ASSISTANT)
9. NACA (JAN 2018- JULY 2019) (MAY 2017-MAY 2018 AS A TRANSCRIPTIONIST AND RESEARCH ASSISTANT)
10. FREED (THE FREE ADDICT PROJECT 2020 AS A VOLUNTEER COUNSELOR AND BEHAVIOR ANALYST)

SUCCINCT EXPERIENCE DESCRIPTION IN THE ABOVE CAPACITY

- Took on a part time creative writer role for Christain writers.ng from 2021-06 to 2021-10; this role enabled me to effectively convert tacit knowledge to explicit knowledge for proper internal information dissemination and also curate content from technical briefs to foster user assimilation.
- Wrote Christian articles for blogs and social platforms .

- Curated verbal content for storytelling purposes to convey thread and lump sum messages across social media platforms.
- Worked alongside with UX and UI designers to leverage on verbal content compilation, disintegration and management to improve user interface texts on company websites and to improve SEO ratings using tags.
- Assisted with knowledge capturing for the annual SUNMAP conference.
- Curated content from explicit knowledge gathered from the SUNMAP conference.
- Curated media campaigns to improve awareness for the SUNMAP conference
- Assisted with outreaches and the distribution of malaria medication and nets in rural communities in Abuja, Nigeria.
- Represented students on various university committees including School Board, Programme Board and Learning Teaching and Quality Sub-committee in decision making and reviews.
- Assisted with conducting events to encourage and foster specific addiction and management methods awareness.
- Liaised with the school management team, professors and students regularly, thereby maintaining relationships and ensuring they had the best student experience. Developed an initiative that increased students' daily study hours by 2 hours.
- Assisted with outreach programs to foster awareness for Addiction support groups in Abuja Nigeria.

EDUCATION

Bachelor of Science: Mass Communication

Babcock University - Ogun State, Nigeria

TECHNICAL SKILLS

- **Operating Systems:** Windows and Mac OS.
- **Applications:** VM-Workstation, Slack, Microsoft Office, Discord, Microsoft applications.
- **Content:** Adobe Photoshop(skills will need to be honed due to 3 years without use), copy.ai and Canva.