

Hello

I'm Aturu Deborah Omokafe

LAGOS, NIGERIA

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Summary

An experienced and dynamic writer with over two years in the industry, adept at crafting engaging and SEO-optimized content. A proven team player, recognized for collaborative skills and an ability to excel in fast-paced environments. Possesses exceptional time management abilities, ensuring timely delivery of high-quality work. Seeking to contribute expertise and enthusiasm to a dynamic writing team.

Skills

- Content writing, leveraging expertise and relevant AI technologies to deliver impactful and engaging content.
- Proficiency in content editing, combining my linguistic expertise and AI technologies to maintain tone and consistency.
- Strong communication skills, enabling effective collaboration and interaction with cross-functional teams.
- Outstanding organizational and time management skills, ensuring efficient workflow and meeting deadlines.
- Expert use of Google Suite tools

Experience

JUNE 2022 - AUGUST 2023

Hera Marketing – *Content Writer*

- Authored and published numerous SEO-optimized articles on the company blog, employing meticulous editing and revisions to ensure top-tier content quality.
- Leveraged cutting-edge AI tools to augment article quality, leading to heightened reader engagement and a marked rise in organic traffic.
- Optimized Google Suite utilization to expedite article approval workflows, fostering seamless team collaboration and streamlined content sharing.
- Strategically composed and distributed captivating newsletters to a diverse subscriber audience, resulting in increased brand visibility and heightened customer interaction.

MAY 2022 - JULY 2022

Deadl.ne - *Freelance Writer*

- Produced high-quality articles on hardware-related topics, including computer security best practices, troubleshooting guides, and instructional materials for various devices, ensuring accurate and engaging content.
- Utilized SEO techniques to incorporate relevant keywords naturally into articles, enhancing online visibility and driving organic traffic to client websites.

OCTOBER 2021 - MAY 2022

Hera Marketing - *Sales Associate Intern*

- Utilized Hubspot to effectively send targeted cold emails to prospective clients, increasing outreach efficiency and generating new leads.
- Played a pivotal role in the conversion of prospects into loyal, long-term clients, employing persuasive communication skills and relationship-building strategies.
- Leveraged the power of LinkedIn Sales Navigator to further expand outreach efforts, initiating additional cold email campaigns to reach a wider audience of potential clients.

Education

JANUARY 2019 - PRESENT

UNIVERSITY OF LAGOS, AKOKA, YABA - *BSc Finance*

I am currently in the fourth and final year of my degree

Certifications

Jobberman Soft Skills Certificate, OCTOBER 2021

LinkedIn Profile

<https://www.linkedin.com/in/deborah-aturu-46313820b>