

CHELSEA ABRAHAM

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CAREER SUMMARY

Experienced content writer with a proven track record of producing high-quality, engaging, and SEO-optimized content. Proficient in various writing styles and formats, including blog posts, articles, social media content, and web copy. Skilled in research and content strategy development to drive audience engagement and meet business objectives. Strong attention to detail and a commitment to delivering compelling, error-free content. Seeking to leverage my skill to enhance your brand's online presence and connect with your target audience effectively. Solid foundation in digital marketing principles and a passion for staying updated on the latest industry trends. Strong foundation in basic SEO concepts, and content creation. Strong analytical and problem-solving skills, combined with a dedication to learning and adapting to new technologies. Eager to apply my knowledge and collaborate with a team to drive online growth and achieve marketing goals.

SKILLS

- Writing
- Content Marketing
- Content Creation
- Content Management
- SEO
- Research
- Growth Mindset
- Content Strategy
- Adaptability
- Communication
- Teamwork
- Time Management

PROFESSIONAL EXPERIENCE

Freelance Content Writer

REMOTE

June 2023 - Present

- Created blog content for clients in niches like Marketing, Home Improvement and CBD.
- Conducted keyword research to understand search intent and optimize content for search engines using keyword research tools such as Ahrefs, PeopleAlsoAsk and Google Analytics.
- Collaborated with clients on content distribution
- Conducted research to better understand market trends across diverse platforms and audiences

Personal Blog

[MEDIUM](#)

Began a blog using Medium in 2021 to discuss E-Commerce, content marketing, and the creator economy.

OTHER EXPERIENCE

Feature Writer

Unilag Sun

- As a Newspaper management and production student, I researched topics and people for feature articles
- Interviewed key personalities for feature articles
- Collaborated with fellow students to create features for the Newspaper.

Jan 2020 - Mar 2021

EDUCATION

- **Bachelor of Science (B.Sc.)** - Mass Communications
University of Lagos,, Akoka, Yaba, Lagos State

July 2023

CERTIFICATIONS/TRAININGS

[HubSpot Academy Content Marketing Certificate](#)

This certification was granted after I completed HubSpot Academy's Content Marketing course. With this course, I learnt how to create high-quality content that is valuable to an audience, create long term content strategy to achieve content goals and extend the value of content through repurposing. This course contributed to my skill set, as I understand Storytelling, Content Strategy, Blogging, Video marketing and Content promotion.

[Jobberman Soft Skills Certificate](#)

I received this certificate from the Soft Skills course by Jobberman. I learnt a lot about emotional intelligence, time management and team communication.