

Anochie Chinomso Esther

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PROFILE

I am a Qualified Content Writer with 5 years of experience. I have been exposed to working on different sections of content and have improved more on my skills in creating content on sites, blogs, social media, and research and projects. I have been exposed to working with blogs and websites where I played a key role in creating and researching content for users and customers.

I also have a good command of tools like Google Analytics, SEO, and Keyword research for articles, research papers, and blog posts. I am very passionate about learning and trying new tools and technologies and processes that could help in improving my skills and myself within the Writing Industry.

AREA OF EXPERTISE

I am well-versed in the following type of content

- Website Content
- Blog posts
- Email Content
- Research
- Academic Projects
- Editing and Proofreading.

KEY SKILLS

Core competencies:

- SEO Research
- Creative Writing
- Keyword Research
- Microsoft Office
- Google Workspace
- IBM SPSS Statistics

- Research and fact-checking
- Editing and Proofreading
- Data Analytics
- Google Analytics.

Soft Skills:

Keen attention to detail |Communication skills | Problem-Solving | Adaptability |Teamwork and strong work ethics| Interpersonal skills.

EDUCATION

BSc in Urban and Regional Planning **2018-2023**

University of Lagos, Akoka, Lagos State, Nigeria

CERTIFICATIONS

IBM Data Analyst Course for Beginners **Ongoing**

Online course

Digital Charge **Ongoing**

Online course

Google Analytics Course **July 2023**

Online course

Alison Courses Content Management Strategies **March 2022**

Online course

Alison Courses the Ultimate SEO Blueprint. **April 2021**

Online course

Alison Courses Basic Concepts and Techniques for Copywriting **February 2020**

Online course

EXPERIENCE

July 2023

Contract, University of Lagos – Research Assistant

- Research about the evaluation of facilities in hotels in Badagry, Lagos
- Referencing the cited passage from other research papers.

September 2022

Contract, Location – Content Writer

- Research the different topics given by the company.
- Adding the keywords for the article and the internal and external links in the articles.
- Make sure that the Plagiarism is below 10% and the spun is below 30.

June 2022 – July 2022

College Aftermath, Remote- Intern Content Writer

- Carried out research and fact-checking for various topics for the company.
- Created unique content on different topics for the company while maintaining 98% original quality.
- Make sure that the Plagiarism is below 10% and the spun is below 30.

February 2022 - May 2022

Quicktreck, Remote- Website Content Writer

- Created content strategy for the company website to attract more subscribers.
- Published unique content related to travel, finance, cryptocurrency, and world news while maintaining 100% productivity levels and 98% quality rate.
- Proofread and edited content created by a team of 3 writers.

RESEARCH PROJECTS

v **July 2023**

Covid-19 Pandemic; Coping Strategies and Livelihood Transformation of Households In Informal Settlements.

- · Editing and proofreading the research project
- · Referencing the cited passages
- · Making presentation slides

v **July 2023**

Assessment of Tourist Satisfaction in Olumo Rock, Abeokuta.

- Analyzing the data from the questionnaires administered.
- Writing the Interpretation of the results.
- Writing the final chapter of the project that includes the summary of findings, recommendations, and conclusion.
- Editing and proofreading of the full project.

v **July 2023**

Assessment of Tourist Satisfaction of Hotel Facilities and Services in Badagry.

- Research the whole project and write the chapter one, two, and three.
- Administering questionnaires.
- Analyzing the data from the questionnaires administered.
- Writing the Interpretation of the results.
- Writing the final chapter of the project that includes the summary of findings, recommendations, and conclusion.
- Editing and proofreading of the full project.

v **June 2023**

The Impact of Public Space Design on Community Well-being in Adeniran Ogunsanya, Surulere, Lagos.

- Analyzing the data from the questionnaires administered.
- Writing the Interpretation of the results.
- Writing the final chapter of the project that includes the summary of findings, recommendations, and conclusion.
- Editing and proofreading of the full project.

v **May 2023**

The Impact of Open Public Spaces on The Mental Well-being of Urban Residents Post Covid in Lagos.

- Analyzing the data from the questionnaires administered.
- Writing the Interpretation of the results.
- Editing and proofreading of the full project.

VOLUNTEER ACTIVITIES

Unilag Cleanup

May 2018

- The cleanup crew went around the university and picked up dirt.

Medicheck

July 2019

- Wrote down the names of the patients and gave numbers so it could be orderly
- Weighed in the patients and wrote their medical problems for the doctor.
- I was in charge of sharing food and drinks with the doctors and staff.

Love for Change for Women Foundation

June 2023- Ongoing

- I am in charge of writing social media posts and captions.
- I am in charge of writing reports on the projects we embark on.
- I am in charge of research for fresh content and looking for NGOs to collaborate with.