

ODINAKACHUKWU NDUKWE

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CAREER OBJECTIVES

Content marketer with proven research, content strategy, content management and writing skills, seeking a position as a content marketing manager to leverage strategy and communication skills to support the content marketing goals of the company.

EXPERIENCE

Freelance Content Marketer

July 2020 – Present

- Creates and optimizes well researched and written content that attracts, engages and converts
- Develops content strategies and creates content calendars for social media pages based on client's goals
- Creates content structure and messaging guidelines that match brand image
- Performs content audit on websites, blogs and social media pages to ensure the content correlates with the laid out goals and objectives of the brand
- Writes web and social media copies, copyedits and develops content such as social media captions, ebooks and web articles to ensure they match the brand's voice and messaging guidelines

The Royal Deviant Blog

February 2018 – Present

Blogger & Content Manager

- Researches and produces engaging and educative content for the blog
- Optimizes some of the blog posts using SEO techniques with an average monthly impression of 20k and 790 monthly views
- Designs, audits and manages content on the blog

Alex Pearls Consulting

March 2020 – June 2020

Content Manager & Copyeditor

- Planned and produced well written and researched content for websites, blogs and social media that increased traffic to clients' businesses at an average of 40%, attracted and engaged target customers
- Developed content strategies and ran content audit on a number of content distribution channels such as blogs and social media pages that were in-line with the goals and objectives of client's brands
- Copyedited, proofread and developed content such as social media captions, ebooks and web articles to ensure they match the brand's voice and messaging guidelines
- Created blog and social media content calendar and managed a number of client's social media platforms and growing the engagement of most of them by 50%
- Researched relevant keywords and optimized web content using SEO techniques
- Repurposed content and implemented content best practices to gain more visibility and traction

Cellulose Medical Laboratory

June 2017 – January 2018

Social Media and Data Manager

- Created and curated content and designed graphics and posters for the company's Facebook and Instagram pages
 - Prepared slide presentations for recruitment and training of new contract staff
 - Set timelines and collaborated with the team to achieve a social media campaign goal of getting a thousand likes on the Facebook page
 - Made use of both Microsoft Word and Excel for monthly summary and patient's data entry respectively
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VOLUNTEER EXPERIENCE

SBO Initiative

October 2020 – Present

Creative Director & Content Manager

- Researches, develops and copyedits written content for social media and internal content archives and distribution
 - Created a content structure, message guideline and content calendar for the brand
 - Oversees and manages all creative projects being done
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EDUCATION

- **Bachelor of Medical Laboratory Science (July 2017)**
University of Cape Coast, Ghana
 - **Brand & Content Marketing (in progress)**
IE Business School
Expected date of completion: December 2021
 - **The Strategy of Content Marketing (in progress)**
University of California, Davis
Expected date of completion: December 2021
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CERTIFICATIONS

- **Content Marketing Foundations**
LinkedIn Learning, Oct. 2021
- **Advanced Content Marketing**
LinkedIn Learning, Oct. 2021
- **Inbound Methodology**
HubSpot Academy, July 2021
Expires: Aug. 2023

- **Writing with Impact**
LinkedIn Learning, Oct. 2021
 - **Marketing Foundations**
LinkedIn Learning, Oct. 2021
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SKILLS

Project management
Planning and strategizing
Social media management
Knowledge of Content Management Systems (CMS)

Writing and communication
Copyediting and proofreading
Research
Time management