

DESTINY EZENWAMBU

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Portfolio Link: <https://destiny-eze-portfolio.vercel.app/>

PROFILE

I am a dedicated creative content writer and a web developer with a strong passion for crafting engaging and relatable content across various platforms such as blogs, social media, and other digital channels. My expertise lies in storytelling, SEO and adapting tone and style to effectively connect with diverse audiences. In addition, I possess proficiency in utilizing AI-assisted tools to enhance content creation, ensuring high-quality and optimized output. I am well-versed in data-driven approaches to content strategy, with a primary focus on creating compelling content that resonates with audiences and inspires them to take action. I am eager to leverage my content writing, SEO and storytelling skills to contribute to the growth and advancement of your organization. I am committed to continuous learning and delivering meaningful content that drives tangible results.

ACADEMIC QUALIFICATIONS

Bachelor of Technology	2016 – 2022
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Rivers State University, Port Harcourt

Mechanical Engineering

Second Class Upper Divisions

NYSC	2023 - 2024
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WORK EXPERIENCES

Content Writer	2023 - 2024
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Ossoft Business solution

- ❖ Wrote and published engaging blog posts, social media updates, and website copy to enhance the brand's online presence.
- ❖ Created 2–3 pieces of high-quality content per week, tailored to the needs of the tech industry and target audience which resulted in a 10% increase in click-through rates.
- ❖ Conducted keyword research and implemented SEO strategies to optimize content for search engines, resulting in increased organic traffic.
- ❖ Contributed to a **20% increase in product inquiries or leads** through effective content strategies.
- ❖ Utilized AI writing tools to streamline content creation, resulting in a 50% improvement in productivity.

Content Writing Intern	2023
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BrainTutor Academy

- ❖ Researched and wrote compelling copy for email campaigns, achieving a 10% higher open rate compared to previous campaigns.
- ❖ Assisted in the development of a content calendar, ensuring timely publication and alignment with marketing goals, which improved team productivity by 15%.
- ❖ Created engaging content for the organization's website, enhancing user experience and contributing to a 20% increase in site visit duration.

Professional Development & Additional Skills

❖ **Video Editing**

Gained practical experience in video editing, utilizing software like Adobe Premiere Pro, Capcut, and After Effects to create engaging content. This skill enhances my creativity and ability to deliver visually compelling and engaging contents.

❖ **Continuous Learner**

Actively pursued self-development in technology and other creative fields to build versatile skills. This proactive approach demonstrates my dedication to growth and ability to apply new skills, which I aim to leverage to create innovative, technology-supported learning experiences in the classroom.

❖ **Web Development**

Gained practical experience in front end development by building user friendly and interactive websites using HTML, CSS, JavaScript and React. This particular skill enhanced my capability to create websites with more complex and intricate designs.

SKILLS

Professional

- ❖ Writing and Editing
- ❖ WordPress Technology
- ❖ Cross-Browser & Responsive Testing
- ❖ UI/UX Design Fundamentals
- ❖ SEO & SEM
- ❖ Content Creation
- ❖ Content Strategy
- ❖ Microsoft Office Suite
- ❖ Web Development

SOFT

- ❖ Collaboration
- ❖ Public speaking and presentation
- ❖ Attention to detail
- ❖ Problem-Solving
- ❖ Leadership

CERTIFICATIONS

PROGRAMMING - Ultimate React Course by Jonas Schmedtmann – UDEMY, 2024

STRATEGY OF CONTENT MARKETING - Coursera, 2024

CAREER DEVELOPMENT - Certificate of Career Readiness Training Seminar; Fundamentals of digital technology, Personal effectiveness, Critical thinking, Problem-solving, and Communication skills, Walwanne Foundation, 2024

REFEREES

Available on request.