

ADAKU PEARL EKWE

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PROFESSIONAL SUMMARY

Detail-oriented writer, editor, and partner developer with extensive knowledge of content production and digital marketing. Committed to unique and aesthetically pleasing content with a talent for adapting to changing markets. Successful at posting frequently and using content management systems.

Skilled professional with core strengths in leadership and goal alignment across teams and external agencies. Proficient at cultivating and retaining key client relationships and business partnerships.

SKILLS

- Creative writing
- Content scheduling
- Wordpress
- Research
- MailChimp
- SEO techniques
- Audience engagement
- Critical thinking
- Problem solving
- Communication Skills
- Microsoft Office
- Time Management
- Leadership skills
- Teamwork
- Social media marketing
- Email campaigns

WORK HISTORY

Jan 2018 - Mar 2020 Content Creator Scoop - Remote	<ul style="list-style-type: none">• Applied current editing and photography tools to tell great stories.• Created dynamic graphics and pieces to increase website and social media traffic.• Analyzed conversion and bounce rates to measure success of content.• Generated stories to reflect current trends and news to pull audience into website.• Organized collected information to produce well-written articles.
Mar 2019 - Aug 2021 Content Creator Opera Mini News - Remote	<ul style="list-style-type: none">• Applied current editing and photography tools to tell great stories.• Generated stories to reflect current trends and news to

	<p>pull audience into website.</p> <ul style="list-style-type: none"> • Created dynamic graphics and pieces to increase website and social media traffic. • Analyzed conversion and bounce rates to measure success of content. • Utilized digital publishing platforms to prepare well-structured drafts. • Created content with SEO keywords drawn from Google Analytics.
<p>Jan 2020 - Dec 2020</p> <p>Editorial Writer</p> <p>Negotiation Power House (NPH)</p> <p>- Remote</p>	<ul style="list-style-type: none"> • Applied understanding of public opinion, social media and traditional media use to create engaging and attention-grabbing stories. • Performed research and checked facts to maintain high standard of journalistic integrity. • Disseminated news content through social media for better engagement with audiences and faster reporting. • Wrote pieces and news stories for online publication, coordinating images and layout to deliver proper presentation. • Wrote, edited and produced stories for digital channels.
<p>Feb 2020 - Dec 2022</p> <p>Proofreader/ Editor/ Content Creator</p> <p>Mentally Aware Nigeria Initiative (NGO) - Remote</p>	<ul style="list-style-type: none"> • Assisted Senior Content Acquisition Directors with initiatives targeted toward optimizing products and consumer experience • Managed finished works and version edits for comprehensive record of each file. • Recommended strategic content acquisition initiatives, and worked to negotiate excellent packages to enhance mental health awareness. • Researched content and grammatical issues to check accuracy of information. • Revised work to identify missed mistakes before completing assigned assignments. • Compared assigned tasks to internal and external information databases for accuracy and plagiarism. • Collaborated with editors to meet project deadlines and solicit customer feedback and transparency on work progress.

<p>Jun 2020 - January 2023</p> <p>Writer/ Editor</p> <p>Opera Mini - Remote</p>	<ul style="list-style-type: none"> • Proofread copy written by colleagues to correct spelling, punctuation and grammar. • Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content. • Translated technical terminology and jargon into plain, clear language. • Collaborated with team members on topic ideation.
<p>Jul 2020 - Dec 2022</p> <p>Customer Service Representative</p> <p>LMS - Remote</p>	<ul style="list-style-type: none"> • Provided primary customer support to internal and external customers. • Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns. • Answered product and service questions, suggesting other offerings to attract potential customers. • Used company troubleshooting resolution tree to evaluate technical problems and find appropriate solutions. • Clarified customer issues and determined root cause of problems to resolve product or service complaints.
<p>Jan 2021 - Nov 2022</p> <p>Customer Service Associate</p> <p>TLD - Remote</p>	<ul style="list-style-type: none"> • Developed and actualized customer service initiatives to decrease wait times. • Responded to customer calls and emails to answer questions about products and services. • Achieved high satisfaction rating through proactive one-call resolutions of customer issues. • Helped large volume of customers every day with positive attitude and focus on customer satisfaction.
<p>Jan 2021 - Jan 2023</p> <p>Customer Service Officer</p> <p>CHB - Remote</p>	<ul style="list-style-type: none"> • Promoted company brand and unique offerings through personalized customer service. • Collected customer feedback and made process changes to exceed customer satisfaction goals. • Resolved concerns with products or services to help with retention and drive sales. • Provided primary customer support to internal and external customers. • Assisted call-in customers with questions and orders.

<p>Mar 2021 - July 2024</p> <p>Partner Developer</p> <p>GEANCO Medical Foundation (NGO)</p>	<ul style="list-style-type: none"> • Learned new skills and applied to daily tasks to improve efficiency and productivity. • Used critical thinking to attempt grant proposal questions, evaluate solutions and draft formidable and award winning RFPs. • Used Microsoft Office and other software tools to create documents and other communications. • Prepared variety of different blog content, newsletters, ad copies, written communications, project reports and documents. • Led the media department and managed the creation of flyers, brochures, and promotional videos. • Managed the social media accounts, including LinkedIn, and successfully increased follower engagement and growth. • Collaborated with team members to achieve target results.
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EDUCATION

FSLC: Sciences

Julia Gee Nursery And Primary School | Nigeria

07/2013

High School Diploma

Holy Rosary College, Enugu | Nigeria

01/2019

Diploma: Creative Writing

Allison | Online

09/2019

Bachelor of Science: Nursing Sciences

Ebonyi State University | Nigeria

08/2020

CERTIFICATIONS

- Licensed Nurse (RN), Bachelor of Nursing Science (B.Nsc)
- Editing and proofreading Expert, Prime Business School
- Certificate of completion, Microsoft office, Prime Business School
- Content Writer, LinkedIn Learning
- Marketing: Copywriting for Social Media
- Writing Articles Training, LinkedIn Learning
- Thinking Creatively Training, LinkedIn Learning
- Content Writing Automation, Udemy
- Email Marketing Training, Coursera
- Fundamentals of Project Management, Google
- Google Hustle Academy Bootcamp, Google
- Certificate of completion, Fundamentals of Technical Writing, Google
- Certificate of completion, Basic digital literacy training, Cybersafe Foundation
- Certificate of completion, Cybersecurity Awareness training, Cybersafe Foundation
- Certificate of completion, Softskills training, Cybersafe Foundation
- Certificate of completion, Digital Marketing, Cybersafe Foundation
- Certificate of completion, Web Presence Management training, Prime Business School