

# ESROM THINJI

TECHNICAL WRITER

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## EXPERIENCE

### **JAN 2021 – PRESENT**

#### **TECHNICAL WRITER**

I combine my software development skills with my 8 years of professional content writing experience to research and write excellent documentation, user guides, application manuals, and reference materials that may suit anyone from developers to external users.

I also write technical articles such as detailed how-to guides with relevant sample code in the web technology scene which to provide functional support to readers.

Some of the projects I am working on include:

- Content for [Sweetcode](#).
- [Personal projects](#).
- [GitHub](#) projects

I have experience and familiarity with the following:

- Writing code using Python programming language
- Working with Django web framework
- Digital and content marketing
- Operating systems such as Linux and Microsoft
- UX Design
- AsciiDoc
- Markdown
- Git/GitHub
- High-level authoring and publishing tools
- Databases such as PostgreSQL
- Open software platforms and products
- Technical documentation style guides
- CMSs such as WordPress

### **OCT 10, 2018 - NOV 4, 2020**

#### **CONTENT WRITER ALCOREHAB (CONTRACT)**

I was involved in content creation for long-term addiction and healthcare projects. The work included creating guides for addiction management and using my experience researching different and highly specialized topics to provide accurate and informative content.

Finally, I was also tasked with breaking down complex information such as drug information for the audiences' consumption.

The project also required that I work at least 20 hours a week.

- Offered my knowledge on SEO, keyword density, and topical relevance
- Carried out research and learned new concepts related to addiction, addiction management, and medication
- Carried out meticulous proofreading and fact-checking for complete accuracy
- Offered and received constructive criticism for the success of the project
- Worked with Microsoft Word, Gmail, Excel, and Google Drive

### **MAY 22, 2019 - JUL 7, 2020**

#### **DIRECT RESPONSE COPYWRITER – EVYANA SKINCARE**

I was responsible for strategizing and writing digital content for multiple brands, working cross-functionally throughout the organization to support key product categories, launches, campaigns, and initiatives.

Some of my responsibilities included:

- Offered my knowledge of in-depth communication, branding, sales writing, and digital marketing
- Met the goals and deadlines provided
- Carried out extensive research and learned new concepts related to skincare
- Offered and received constructive criticism for the betterment of the project
- Wrote in different brands and voices in the health and beauty space
- Carried out meticulous proofreading and fact-checking for complete accuracy
- Worked with Microsoft Word, Gmail, Excel, and Google Drive

### **SEP 25, 2019 – NOV 9 2020**

#### **CONTENT WRITER – EDVALSON MARKETING**

My work involved carrying out extensive research on the dentistry, residential HVAC, and construction industries. I then wrote informative content on sustainable construction practices in the United States, best practices in home energy conservation, and landing pages for dental professionals.

Additional responsibilities included:

- Offered my copywriting expertise in conceptualizing ideas
- Wrote unique content for Edvalson's clients
- Made sure that all content passed plagiarism checks
- Used my SEO skills to write content
- Delivered the required 8 articles per week
- Worked with Microsoft Word, Gmail, Grammarly, and Google Drive

### **SEP 2018 - 1<sup>ST</sup> MAR 2019**

#### **CONTENT WRITER – FRIDGE FREEZER DIRECT (CONTRACT)**

I wrote quality unique product descriptions for around 1100 commercial refrigeration products.

Once done, I was also invited to write additional content for their commercial kitchen blog section. This included writing how-to articles, user guides for different appliances, and safety procedures in a commercial kitchen.

My responsibilities included:

- Carried out product research
- Adhered to strict deadlines
- Wrote additional online material in the commercial kitchen scene
- Worked with Microsoft Word, Gmail, Grammarly, and Google Drive

## **JAN 2014 - 1<sup>ST</sup> SEPT 2018**

### **FREELANCE COPYWRITER/CONTENT WRITER**

For 4 years, I learned and refined my content writing skills by working as a freelance writer on platforms such as Freelancer, oDesk (now Upwork), job platforms, and social media sites.

My responsibilities included:

- Worked with clients to produce SEO content for different businesses around the world
- Offered advice on SEO strategy and content marketing direction
- Provided a suite of services such as online publishing through CMS platforms such as WordPress
- Carried out extensive research on different topics to come up with authority content pieces
- Maintained clients' WordPress accounts by creating and updating content
- Critiqued, redesigned, and built WordPress websites to help clients communicate better
- Collaborated with other team members in creating content ideas

## **INTERESTS**

- Web Development
- Woodwork
- DIYs
- Driving long distances
- Reading fictional books
- Watching movies