

Erica Samba-Ngoie

Content Strategy and Software Development

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Summary

With over a decade as a Digital Content and Marketing specialist, I excel in managing digital projects from start to finish, ensuring content aligns with brand identity in style, quality, and tone.

Combining creative thinking, UX design, and Agile methodologies, I leverage my product management skills to deliver results. Proficient in HTML & CSS, I create engaging digital products and excel in strategic planning for product launches, web migrations, digital transformations, and ongoing operations. As a leader, I drive teams to achieve objectives on global and regional scales.

Recently, I completed a Software Development Skills Bootcamp, enhancing my expertise in HTML, CSS, JavaScript, and Python. This training has fuelled my passion for software development, and I am eager to pivot my career in this direction. My expanded skill set bridges creative strategy and technical execution, enabling me to deliver exceptional digital and content solutions.

Skills

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|----------------------------------|--------------------------------------|
| • Content Management | • Content Strategy |
| • Agile Project Management | • Content Production |
| • User Interface/User Experience | • Digital Communications & Marketing |
| • HTML, CSS, JavaScript & Python | • Software Development |

Experience

Oct 2023 – Mar 2024 **Student; Just IT London**

Bootcamp: Level 3 Software Development

- Actively learning and applying System Development lifecycle & Methodologies
- HTML, CSS, JavaScript, MySQL Database design, and Python
- Engaging in practical projects to reinforce theoretical knowledge
- Git and GitHub

Aug 2020 – Dec 2023 **Freelancing and Contract roles; London**

Web Content Consultant Freelance – Teresa Tarmey Skincare - 2023

Content Strategist Contract – 542 Digital – 2022

Content Strategist Contract – Omobono – 2022

- Focusing on Content Planning and Strategy Development:
 - Defining the content goals, objectives, and KPIs aligned with the business's overall objectives
 - Conducting research to understand the target audience's needs, preferences, and behaviours
 - Developing a comprehensive content strategy that outlines the types of content to create, the platforms to use, and the frequency of content publication
 - Conducting SEO research and determining Keywords
 - Optimising content for search engines by incorporating relevant keywords, meta tags, and structured data
 - Conducting keyword research to identify relevant keywords and topics with high search volume and low competition
- Analytics and Measurement:
 - Tracking and analysing key performance metrics such as website traffic, engagement, conversion, and social media metrics

- Providing a Content Calendar:
 - Developing and maintaining a content calendar outlining the content creation, publication, and distribution schedule
 - Ensuring a consistent flow of content to keep the audience engaged and informed

Content Production Manager Contract – Hogarth Worldwide – 2022

Content Creator Freelance – The Advisory – 2021

Content Production and Strategy Freelance – Primas Beauty – 2020

Jan 2020 – Apr 2020 Content Manager; EPAM London

- Digital Transformation project: Built out the new SohoHouse.com website on Sitecore for the Soho House Group

Jun 2019 – Nov 2019 Digital & Content Manager; University of East London

- Managed the Digital and Content department
- Line manager to a team of 5 Content Officers
- Responsible for Content strategy and planning for Digital Transformation Project to rebuild and redesign the site
- Managed the Copy production and Copy workflow
- Responsible for all Digital tools for the University website

Dec 2017 – Nov 2018 Digital Content Lead; HCA Healthcare UK

- Line manager for 6 Copywriters and Production-Ready Manager
- Managed copy production and copy workflow
- Created and executed content strategy and solidified UX
- Managed external copywriting and medical content agencies, stakeholders, and clinical sign-off

Achievements:

- Successful decommissioning of 5 Hospital websites
- Successfully delivered all content under the Digital Transformation and Decommissioning project

Sep 2014 – Oct 2017 US Digital Content Lead; Hiscox USA

Achievements:

- Improved system uptime performance of Hiscox.com
- Managed and maintained a complex content management system which was out of warranty
- Project managed the migration and redesign of 32 Partner websites onto the Drupal CMS platform
- Remotely managed US content from London UK HQ

Jul 2014 – Sep 2014 Digital Communications Manager; Investis London

- Managed the updates and content maintenance for a portfolio of corporate and investor relations websites, apps, tools, and feeds

Mar 2012 – Jul 2014 Group Digital Executive; Hiscox

Achievements:

- Successfully implemented a new Intranet
- Trained all content users and increased user engagement
- Project managed the migration of 5 Hiscox Global websites onto a new CMS Platform
- Supported local markets (UK, USA, and continental Europe); providing content management advice, coaching, and training
- Developed/enhanced and maintained internal Group systems (e.g., Intranet and Content Management Systems) and the 15 commercial/public-facing websites

Education

- User Experience Design – General Assembly UK – 2019
 - BA (Hons) Business Enterprise & Marketing – University of Central Lancashire – 1996
 - HND Business Finance & Marketing – University of Central Lancashire – 1993
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References available on request