

EMMANUEL OGUNNIRAN

Content Strategist | Digital Storyteller | Brand Narrative Expert

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PROFESSIONAL SUMMARY

Dynamic content creator with over 3 years of experience crafting impactful digital narratives across multiple platforms. Adept at leveraging advanced AI tools and analytics to drive engagement, achieving 40% traffic growth and a 30% increase in user retention. Recognized as Emerging Writer of the Year for innovative storytelling and successful mentorship of 500+ writers. Combines technical expertise with compelling narratives to deliver measurable business results.

CORE COMPETENCIES

Technical Expertise: Google Analytics, SEMrush, Ahrefs, Claude, ChatGPT, Perplexity, Mailchimp, HubSpot, Technical SEO, Keyword Research

Creative Capabilities: Long-form Content, Multimedia Storytelling, Brand Voice Development, Visual Content Strategy, Content Repurposing, Editorial Planning

Strategic Skills: Content Marketing Strategy, Audience Journey Mapping, Conversion Rate Optimization, Digital Brand Development, Performance Analysis

PROFESSIONAL EXPERIENCE

Content Writer Intern

GAO Tek | Dec 2024 – Present

- Increased product visibility by 25% through AI-enhanced SEO optimization.
- Drove 15% growth in inquiries with compelling product narratives.
- Designed data-driven strategies using advanced analytics tools.
- Collaborated with marketing and sales to align content with objectives.
- Created comprehensive content calendars for launches and campaigns.

Social Media & Content Strategist (Volunteer)

Growth Accelerator Conference & Citilite Media | 2023

- Directed campaigns generating 1,000+ ticket sales and 30% engagement growth.
- Boosted brand visibility by 40% with strategic content distribution.
- Increased event participation by 20% through audience segmentation.

- Produced multimedia content for blogs, social media, and email.
- Established content guidelines for consistent brand messaging.

Freelance Content Writer

Remote | 2022

- Enhanced client website traffic by 40% via strategic SEO implementation.
- Achieved 300% growth in session duration with engaging content.
- Boosted engagement by 25% through tailored content strategies.
- Created blogs, whitepapers, and case studies for diverse audiences.
- Conducted A/B tests to optimize headlines and copy effectiveness.

Writing Coach & Content Strategist

Genius Network | 2022 – Present

- Mentored 500+ students, achieving 80% improvement in writing quality.
- Designed workshops leading to 35% skill enhancement.
- Developed content strategies for educational platforms.
- Led virtual training sessions with measurable outcomes.
- Fostered a vibrant community of emerging writers through engagement.

EDUCATION

Bachelor of Technology in Statistics

Federal University of Technology, Minna

CERTIFICATIONS

- Copywriting, Sales, and Marketing Bootcamp | Coach Oranebo (2022)
- Copywriting Certification | Professor Emmanuel Akpe (2022)
- The Mechanics of English Grammar | Ms. Samantha Lazarus (2024)
- Novice to Pro Writing Mentorship | Emmanuel Olajide (2024)

ACHIEVEMENTS

- **Emerging Writer of the Year (2022)** – CWIN Africa (Innovative Digital Storytelling)
- **Best Content Writer (2023)** – BEWA Writing Challenge (Engagement Metrics Leader)
- **Best Video Creator (2023)** – BEWA Writing Challenge (Pioneered Multimedia Formats)