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Summary

As a seasoned professional with extensive experience as a Senior Web Developer at Katalyst Technologies, Senior Content Writer/IT Specialist at ANBE Nig, and Blogger/Content Writer for DeltaBreed and NaijaGoat, I have honed my skills in writing, editing, and proofreading across various formats such as web, print, social media, email, and video. Moreover, with 9 years of experience using WordPress and 2 years using Vue, I am also an experienced web developer.

I have collaborated with multiple teams to ensure that content strategy aligns with business goals, resulting in increased customer satisfaction and retention. I have a track record of successfully upselling customers on additional products and services, saving them money, and resolving their issues. In addition, I have managed the development and rollout of a mobile app, which led to a 50% increase in customer retention.

As a team player, I possess excellent communication skills and have a passion for working collaboratively with cross-functional teams. My understanding of search engine optimization (SEO) techniques and best practices, along with my familiarity with analytics tools to measure the success of my content, has enabled me to make data-driven decisions. Additionally, I have worked with different subject matters and industries, and have excellent time management skills.

Overall, my experience as a Content Writer/Creator, Senior Content Writer/IT Specialist, Blogger/Content Writer, and experienced web developer demonstrates my ability to produce high-quality, engaging, and informative content that drives conversions and sales, while ensuring an extraordinary customer experience.

Experience

ANBE Nigeria | Rivers State, Port Harcourt

Web Content Writer | 07/2018 - Present

Responsibilities:

- Collaborated with cross-functional teams, such as marketing and product development, to align content strategy with business goals and enhance the user experience
- Produced high-quality, engaging, and informative web content, such as articles, blog posts, landing pages, and product descriptions, to attract and engage target audiences
- Conducted research and fact-checking to ensure accuracy and credibility of content
- Utilized SEO techniques and best practices, such as using keywords and meta tags, to improve search engine rankings and drive traffic to the website
- Edited and proofread content to ensure grammar, spelling, and punctuation accuracy
- Adhered to brand guidelines and style guides to ensure consistency in tone and style
- Stayed up-to-date with industry trends and developments to inform content topics and ensure relevance and timeliness

Accomplishments:

- Produced web content that helped increase website traffic and engagement
- Utilized SEO techniques to improve search engine rankings and increase organic traffic to the website
- Maintained consistency in tone and style across all web content
- Collaborated effectively with cross-functional teams to ensure alignment with business goals and enhance the user experience
- Demonstrated excellent writing, editing, and proofreading skills to produce high-quality content
- Conducted effective research and fact-checking to ensure accuracy and credibility of content.

Wildstream Music | Rivers State, Port Harcourt

Lead Content Manager | 07/2018 - Present

- Controlled and developed content for the company's social media channels, resulting in a 50% increase in followers on Facebook, Twitter, and Instagram.
- Collaborated with the creative team to develop and implement successful social media campaigns that have increased engagement rates by 70%.
- Developed and maintained content calendars for all social media platforms, resulting in a 40% increase in the frequency of posts and a 30% increase in website traffic.
- Analyzed and reported on social media metrics and use data to drive content strategy and make data-driven decisions, resulting in a 20% increase in overall social media ROI.

- Managed and mentored a team of content creators to ensure high-quality and consistent content across all social media channels.

Katalyst Technology | Rivers State, Port Harcourt

Senior Web Developer | 03/2018 - Present

- Develop and maintain client websites and web applications using front-end technologies such as Vue.js, HTML5, CSS3, and JavaScript
- Collaborate with clients and team members to define project requirements, scope, and timeline
- Implement WordPress content management system (CMS) to enable clients to manage their websites efficiently
- Create responsive and visually appealing designs using Adobe Creative Suite and other design tools
- Continuously improve website performance and user experience by implementing best practices in web development and SEO techniques
- Train and mentor junior web developers in front-end development and WordPress CMS
- Successfully managed the development and launch of several high-traffic websites, resulting in increased traffic and revenue for clients
- Developed custom themes and plugins for WordPress, resulting in improved website functionality and user experience
- Collaborated with cross-functional teams to integrate third-party APIs, such as payment gateways and social media platforms, into client websites
- Implemented website analytics and tracking tools, such as Google Analytics and Hotjar, to measure website performance and user behavior, and made data-driven recommendations for website improvements.

DeltaBreed Magazine | Abuja, FCT

Article Writer | 05/2020 - 08/2021

Responsibilities:

- Researching and writing high-quality, informative, and engaging articles on a range of topics, such as technology, entertainment, lifestyle, and current events
- Conducting interviews with subject matter experts to gather information for articles
- Pitching ideas for new articles and working with the editorial team to develop a content strategy
- Editing and proofreading articles to ensure accuracy and readability
- Ensuring all articles adhere to the brand's tone, style, and formatting guidelines
- Staying up-to-date with industry trends and developments to inform article topics and ensure content is relevant and timely

Accomplishments:

- Consistently producing articles that received high engagement and shares on social media, resulting in increased website traffic and brand awareness
- Developing a new column focused on emerging technologies that became a regular feature on the website and attracted a dedicated readership
- Conducting an in-depth interview with a prominent industry figure that generated significant buzz and media coverage
- Pitching and executing a multimedia series on the impact of climate change on local communities, which won an award for its coverage and raised awareness on an important issue
- Working collaboratively with the editorial team to streamline the article production process, resulting in increased efficiency and faster turnaround times
- Demonstrating flexibility and adaptability by successfully pivoting to cover breaking news events and major cultural phenomena in a timely manner.

Naijagoat Magazine | Abuja, FCT

Senior Content Writer | 02/2017 - 05/2021

Responsibilities:

- Developed and executed a content strategy to attract and engage target audiences, with a focus on creating content that was both informative and entertaining
- Researched and identified trending topics in various industries to inform content creation
- Produced high-quality and engaging content, such as articles, blog posts, social media content, and email newsletters, to attract and retain audiences
- Conducted interviews with subject matter experts to gather insights and quotes for articles

- Collaborated with the editorial team to ensure consistency in tone and style across all content
- Utilized SEO techniques, such as incorporating keywords and meta tags, to optimize content for search engines
- Edited and proofread content to ensure grammar, spelling, and punctuation accuracy

Accomplishments:

- Produced content that drove increased website traffic and engagement
- Generated ideas and executed content that went viral, resulting in increased social media shares and engagement
- Conducted successful interviews with subject matter experts, resulting in unique insights and quotes that enhanced the credibility of the content
- Demonstrated excellent writing skills, producing high-quality content that was informative, engaging, and well-researched
- Utilized SEO techniques to optimize content for search engines, resulting in improved search engine rankings and increased organic traffic to the website
- Collaborated effectively with the editorial team to ensure consistency in tone and style across all content.

Skills

Time management, Customer service, Communication skills, Computer literacy, Leadership, Microsoft excel, Documentation review, Microsoft word, English, Content Management Systems, Writing Skills, Artificial Intelligence, JavaScript, WordPress, Front-End Development, Wireframing, Prototyping

Education

Madonna University | Elele, Rivers State
Bachelor of Computer Science | 09/2016

Certificates

Digital Marketing Executive

Socials

LinkedIn: <https://www.linkedin.com/in/azukaeme-brian-4329b0246/>

Twitter: https://twitter.com/i_amfury

Facebook: <https://web.facebook.com/brian.azukaeme.1/>

Medium: <https://medium.com/@onochieazukaeme>