

KINGDAVID EHINDERO

Lagos, Nigeria 240103 | +2349011708881 | ehinderokingdavid1@gmail.com

Professional Summary

Versatile Blockchain Content Writer proficient in storytelling, researching, writing and editing diverse content. Highly skilled in spearheading a team of in-house content writers and freelancers. Works with minimal input to produce engaging, authoritative and error-free work. Adept at disintegrating the complex language of the blockchain to words anybody can understand, in the form of storytelling and descriptive content. Autonomous yet communicative with 5-year history of superior performance in remote environments.

Skills

- Descriptive storytelling
- Creative writing
- Keyword Optimization
- Concept development
- Editing & Proofreading
- Cloud-based environments
- Brand messaging
- Editing and review
- Unique content creation
- Marketing and advertising strategies
- Client Relationship Management
- Training and team management

Work History

Content Lead 09/2021 to 05/2022

CODI Finance

- Strengthened content through proofreading and editing.
- Crafted dynamic content marketing pieces for CODI, to drive user awareness of the brand.
- Coordinated with marketing and design teams to illustrate articles.
- Managed competing deadlines with efficiency.
- Composed original written material for various types of publications and submitted for approval by Chief Operating Officer.
- Maintained current understanding of the blockchain industry's genre trends, enhancing writing and marketing success.
- Produced original, creative content for promotional advertisements and marketing materials.
- Developed original content using social listening and independent sources.

Senior Content Manager 08/2021 to 09/2021

YUSE Technologies – Dubai, United Arab Emirates

- Used content management system to analyze user engagement and website traffic metrics.
- Managed content distribution to online channels and social media platforms.
- Utilized analytics and site metrics to determine areas of improvement.
- Streamlined functions by developing and implementing processes and task management ticket systems.
- Collaborated with marketing and design teams to develop and plan site content, layout and style.
- Led team of 4 copywriters and content writers to oversee results of job performance.
- Maintained content marketing calendar to schedule all aspects of creation and delivery.
- Worked with graphic artists, post-production team members and other specialists to produce captivating and successful content.
- Conducted editorial meetings with staff members to collaborate and review proposed publication suggestions.
- Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.
- Delegated and tracked each staff member's assignments and deadlines.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Strategized content based on Google Analytics data, geographical targeting and keyword planning.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.

Senior Content Writer

05/2021 to 08/2021

MediaX Agency – Delhi, India

- Managed team of 8 employees, overseeing hiring, training, and professional growth of employees.
- Collaborated with team of writers and content marketing strategists to create copy promoting clients' SEO, sales and thought-leadership goals.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Completed thorough research into assigned topics.
- Managed stakeholder relationships to meet and exceed timing and budget goals.
- Developed copy while maintaining brand voice and adhering to legal requirements.
- Formatted articles, blogs and webpages with HTML, photos and infographics.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Wrote advertising material for use by publication, broadcast or internet media to promote sale of goods and services.
- Used Grammarly and Quillbot to write and submit error-free copy.
- Prepared and submitted professional proposals to select publishers to outline works, promotional skills and literary experience.
- Evaluated project requirements and content standards for each project to produce copy in line with creative structure.

Senior Content Writer

04/2021 to Current

Mega Token – Iran, West-Asia

- Created interesting posts for the company's major clients on social media with **zero plagiarism**.
- Deployed **Google Ads Keyword Planner** to find the top ranking keywords to write **keyword optimized blogs**.
- Maintained **Excel sheets** to manage the total number of posts needed to be posted on a weekly basis; ~ **10 posts weekly**.
- Coordinated with the designing team to create relevant infographics & rendered feedback & suggestions.
- Arranged **Knowledge Transfers** and assigned topics to employees to train new writers in **SEO** and latest **tools & equipment**.
- Tracked **daily site ranking** and **CTR** through **SEMrush** and **Google Analytics** & **increased organic traffic** on the website.
- Wrote **~1000 words** daily by creating articles, blogs, news, outreach and social media content.
- Spearheaded content writing **team of 5** members & edited their work to make it **100% plagiarism-free** & error-free.
- Communicated with 5+ freelancers, assigning them topics & editing their blogs.
- Orchestrated copywriting work such as pamphlets, brochures, banners & organized offline promotional events.

Copy & Content Writer

03/2019 to 01/2021

JustBlockchain – Toronto , Canada

Email Marketing & Web Content Writing

- Orchestrated **50+ emails** per day to promote products and services leading to **a 30% increase** in sales
- Wrote **3+ 500-700 words blogs & articles** by maintaining **100% quality** with **zero plagiarism**

Social Media Marketing & SEO

- Edited & updated the old posts by complying with SEO guidelines & proofread the posts sent by **10+ freelancers**
- Created content for **social media** for various platforms such as Facebook, Instagram & Twitter; increased **traffic by 10%**
- Won "**Best Content Writer Award**" in a team of **20+ content writers** in October '20

Content Writer

06/2016 to 02/2019

The Binary Agency – Lagos, Nigeria

- Wrote **10+ 500-700 words blogs & articles** by maintaining 100% quality with **zero plagiarism**.
- Proofread copy written by colleagues to correct spelling, punctuation and grammar.
- Developed **email sequences, website content** and **FAQs** for **30+ clients**.