

WINIFRED MSOOTER LIAM

Mobile: +2347065481408 **Email:** Winifredliam@gmail.com

LinkedIn: <https://www.linkedin.com/in/winifred-liam>

Abuja Nigeria

PROFESSIONAL SUMMARY

A highly driven and results-oriented copywriter, SEO Specialist, and ghost-writer with over 4 years of career experience in e-business optimization organizations. Adept at delivering high-quality content and stories that have a conversational flow to them. Adopts a consultative approach to ensure specific client requirements are met while focusing on exceeding their expectations for service quality.

Possesses an unwavering commitment to customer service, with the ability to attain core values, mission, and vision. Boasts of record accomplishment of deadline work within fast-paced atmospheres. Pay attention to detail while writing clients' stories, copies, and contents of any kind. Demonstrated expertise in designing and writing jobs. An experienced user with all Google tools and plagiarism apps. A dependable, hardworking, innovative team player, and quality achiever with skills in business branding. Author presentations and packaging with knowledge of the Amazon KDP market.

Author of 3 books on Amazon and one on Bambooks. Ghostwritten for 2 popular authors.

PROFESSIONAL SKILLS

- | | | |
|-----------------------------|----------------------------|--------------------|
| ➤ Writing | ➤ Content Development | ➤ Customer Service |
| ➤ Ghostwriting | ➤ Editing and Proofreading | ➤ Negotiation |
| ➤ Motivation Letter Writing | ➤ Multitasking | ➤ Problem Solving |
| ➤ Crypto/NFT/Web3 Writing | ➤ Flexibility | |

WORK EXPERIENCE

ACADEMIC WRITING PROFESSIONAL

Nov 2021 – Present

Freelancing on Upwork, Abuja, Nigeria

- Maintained professionalism while conducting research and writing research papers in resolving customer queries and delivering work on time.
- Demonstrated expertise in handling research proposals for various Master and Ph.D. students.
- Adhered to instructions as per the customer's demand to ensure customer satisfaction.

- Consistently met and exceeded personal and client goals while handling research papers and assignments.
- Established and maintained relationships with individuals who are credible sources of information.
- Conducted preliminary research on content requested by the client, including the topic, title, keywords, and references

GHOST WRITER IN NON-FICTION

Oct 2021 – Present

Marks Publishing, London U.K

- Paid great attention to details on customer orders by closely working with a variety of clients to ensure I interpreted their stories in a way that makes them proud to put their names on them.
- Promptly responded to messages so I could put in the specifications necessary for my clients. Ensures I meet short deadline orders to ensure customer loyalty while understanding their needs and stories.
- Collaborated closely with other key writing personnel to ensure I delivered and exceeded clients' expectations.
- Strictly followed the set timeline and adhered to instructions while creating, editing, and proofreading my works from different niches.
- Utilized exceptional communication, interpersonal, and negotiation skills while handling customer orders.
- Demonstrated familiarity with content development strategy and carried out great research work.

EXPERT BLOG WRITER

Oct 2018 – Dec 2018

Peaches House Writers

- Consistently improving various companies' organic search results by increasing the search engine results through quality blogs.
- Working together with internal teams to enhance design, usability, content, and conversion points of websites and web properties.
- Regularly demonstrating expertise in keyword research to ensure the client companies remain modern with industry trends to uncover new opportunities for clients' websites.
- Demonstrating sound communication skills while handling the client's pre-strategy phase to gain insight into client/company objectives to effectively generate quality articles.
- Responsible for creating original, grammar-free, and timely SEO content.
- Developing content and social media strategy to position the brand as a 'top 3' in their respective industries

EDUCATION

Bachelor of Science in Public Health Science

2018 - 2021

Kwara State University, Malete, Kwara State.

Senior Secondary Certificate**2011 - 2014**

Ecwa Secondary School, Makurdi, Benue State

Junior Secondary Certificate**2009 - 2011**

St Augustine Secondary School, Abuja Nigeria

TECHNICAL SKILLS

- IT Support Skills (Intermediate levels)
- Microsoft Office (Proficiency level)
- Use of All Google tools (Proficiency level)

CERTIFICATE

- Business Letter Writing Course (Udemy) **2021**
- Digital Marketing Course **2021**

BOOKS AUTHORED

- **INEFFABLE**
- **WOMAN THOU ART WORTHY**
- **DECK THE HALLS**
- **OCTOBER 22**

INTEREST

- Writing
- Researching
- Reading
- Helping Tech enthusiasts.

LANGUAGES

- English
- Hausa

REFERENCES

- Rita Liam
+2348189739190
mageritaliam@gmail.com
- Leigh Bartlett,
+61 412 806 208
Sydney, Australia.