

## **OBIOMA OKORIE**

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Marital Status: Single

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## **Copy Editor | Writer**

### **CAREER SUMMARY**

A curious and creative writer with multiple years of experience in copywriting, editing, and proofreading for agencies and publishers. Crafts compelling short- and long-form content through genre expertise, brand voice mastery, and SEO insight to engage audiences and drive results. Committed to delivering polished, error-free copy that aligns with business goals.

### **SKILLS**

Deep understanding of diverse genres, writing styles, and brand voices, enabling tailored copywriting and editorial guidance that resonates with varied audiences

Expertise in adhering to style guides such as AP and Chicago, as well as client-specific brand standards, ensuring consistency across all content formats

Exceptional attention to detail in editing and proofreading, consistently delivering polished, high-quality copy with a 95 percent first-draft approval rate

Proficient in editing and content tools including Microsoft Word, Adobe Acrobat Pro, Grammarly, and CMS platforms such as WordPress and HubSpot, streamlining editorial workflows

Skilled in SEO principles, on-page optimization, and keyword research, producing content that supports discoverability and aligns with broader digital strategies

Strong collaboration and communication skills, contributing to cross-functional campaigns and ensuring that content aligns with marketing goals and client expectations

Proven ability to manage high-volume workloads, producing up to 15 content pieces weekly while maintaining editorial quality and meeting fast-moving deadlines

### **WORK EXPERIENCE**

#### **Copywriter | Straight North, Chicago, IL**

**March 2021 – Till Date**

- Creates short-form and long-form content tailored to client objectives and brand voice, including ad copy, social media posts, email campaigns, landing pages, blogs, and website copy ranging from 800 to 1,500 words.
- Contributed to a 15 percent increase in click-through rates and a 20 percent boost in organic traffic through clear, engaging, and SEO-informed writing.
- Adapts tone and messaging to align with diverse brand guidelines, drawing on thorough industry research to ensure authority and audience relevance. Edits and proofreads all content to maintain clarity, consistency, and adherence to AP style, resulting in a 95 percent first-draft approval rate.
- Manages up to ten short-form and five long-form pieces per week, coordinating with marketing teams to meet campaign goals under tight deadlines.

**Book Judging Member | The Eric Hoffer Award, NJ****September 2022 – Till Date**

- Evaluated diverse literary works for the Eric Hoffer Award, applying deep genre knowledge to uphold high standards in the selection process.
- Provided insightful, constructive feedback to authors, fostering professional growth and enhancing the award's credibility.

**Freelance Copy Editor and Proofreader | We Write Rabid, Remote****February 2021 – Till Date**

- Edited crime and anthology manuscripts, ensuring error-free, stylistically consistent content aligned with house standards, boosting author satisfaction.
- Streamlined editing process, enhancing efficiency while preserving accuracy and narrative integrity.

**Freelance Copy Editor and Proofreader | Old Mate Media, Remote****January 2021 – Till Date**

- Refined fiction and nonfiction manuscripts, correcting grammar, typos, and inconsistencies to align with house style for high-quality publications.
- Preserved a distinct authorial voice while ensuring industry-standard consistency for diverse authors.

**Freelance Copy Editor | JOFFE Books, Remote****November 2020 – Till Date**

- Edited crime fiction manuscripts, providing targeted feedback to enhance clarity, suspense, and narrative flow for authors.
- Ensured consistency with JOFFE Books' style guide, elevating quality and cohesion in mystery, detective, and noir titles.

**News Editor | RUGIPO Network, Rufus Giwa Polytechnic, Owo, Ondo State****September 2017 – January 2021**

- Oversaw weekly news publications, ensuring accuracy and clarity to uphold RUGIPO Network's reputation for reliable content.
- Streamlined editing processes, significantly reducing grammatical and typographical errors in published materials.

## EDUCATION

- Nnamdi Azikiwe University – B.Ed in English Language and Literature, August 2021
- World TESOL Academy – 120-Hour TEFL/TESOL Certification Course, May 2024
- Alison.com – Information and Management Systems, July 2023
- Udemy – Certificate of Completion, Teaching of English to Speakers of Other Languages (TESOL), January 2024
- Udemy – Certificate of Completion, Teaching English as a Foreign Language (TEFL), January 2024