Okwukwe Chukwuka

88 Harrison Road, Southampton, United Kingdom 🏠
+44 (0) 238 097 1088 📞
okwukwechukwuka@gmail.com ✉
linkedin.com/in/okwukwechukwuka 👤

**Content Writer,
Project Manager,
Strategist**

I am a professional and a digital native with a combined decade of experience in Content Writing, Project Management, Startups and SME building and development.

My experience and expertise cuts across Logistics & Mobility, Content Writing (short- and long-form content in these fields: New Age Technology, Automotive, Cryptocurrency, Cyber Security, Business & Finance and Chiropractic), Branding (Naming, Visual & Verbal Identity) and Project Management.

Expertise

Content Writing	**Strategy & Marketing**	**Entrepreneurship**
Project Management	**Brand Development**	**Product Development**

Selected Experience

DEC 2019 – Present

Content Writing & Project Management | Clarke International Writing Services, Florida (USA)

- Developed a **Project Management Structure** for the team.
- Reported **Project Management Status** to affected stakeholders: a) the client on a progress-by-progress basis b) the Founder, on a need-to-know basis.
- Write **short-form content** as webpages, blog posts, articles and newsletters for clients in North America.
- Manage corporate client content relationships per month/year via Microsoft Outlook and Google Keep.
- Build, maintain and share client database with Account Officer.
- Manage project deliverables within agreed timelines and on budget.
- Supervised, curated and periodically edited content from other writers.
- Run all written content on CopyScape to ensure originality of content.
- Liaise with the Accounts Team for billing and payment confirmation via QuickBooks.
- Publish content through Content Management Systems (WordPress, Google Doc, Microsoft Word) and improve on platform-specific knowledge and experience with content creation apps.
- Scour copyleft websites for free-to-use images and illustrations.
- Research materials and information sources for content development.

JUN 2016 - PRESENT

Director, Logistics & Courier | Specuit LLC

- Hiring smart- & hard-working individuals as: Couriers/Messengers, Mailroom Clerks, Customer Service Associates (CSAs), Procurement Specialists.
- Seeking out and signing partnerships and collaborative ventures within Nigeria (Africa), China (Asia), the USA (North America), the UK (Europe) and the UAE (Middle East).

- Identifying key areas for CapEx - and executing them post-simulating best & worst case scenarios with our business advisors.
- Processing and supervising freight & shipping documentation for parcels.
- Creating freight & shipping calendars for shipping lines, airlines & our clients.
- Negotiating freight & shipping rates with vendors, suppliers, shipping lines and airlines.
- Creating freight & shipping rates.
- Supervising delivery vehicle purchase & maintenance in line with budget projections and fleet size.
- Planning & supervising international and domestic courier activities.
- Creating monthly, quarterly and annual budgets.
- Creating financial forecasts and monitoring cash flow and budget requirements.
- Cutting costs on the supply-side, optimizing spending and maximizing profits.
- Managed a Gross Merchandise Value of products worth $1,000,000 across eCommerce websites in 4 continents and 5 countries of operations (eBay, AliExpress, Apple, Walmart, et al.) within a 2 year timeframe.
- Delivered a profit margin of 30%-40% on a consistent basis between 2016 and 2018.

DEC 2019 – JAN 2020

Content Writing | Opera News Hub, Lagos (Nigeria)

- Created content covering technology companies: WhatsApp, Google, Facebook, Tesla, Amazon, Bunq, SWIFT, Bird, Circ, Motorola, SpaceX, GoDaddy, TomTom, Huawei, Google Stadia, Android, Alat, Microsoft, et al.
- Created sports content focused on football transfer news.
- Utilized the WordPress Content Management System to write and edit articles for approval.

JUN 2016 – SEP 2017

Customer Service Associate | Specuit LLC

- Managed communications on various platforms: WhatsApp, Nairaland, Mailbox, Voice Call, SMS & Social Media.
- Provided products information & helped clients make better route and product choices via R & R (Ratings & Reviews) per vendor.
- Converted sales leads into consistent paying clients.
- Backup of clients' transactions, communication, complaints & feedback.
- CRM management.
- Scripted & dispatched promotional offers, discounts & clearance sales to clients via MailChimp & WhatsApp Broadcast.
- Aided clients sort out exchange & refund issues on the third-party vendor sites we shop from (such as: Amazon, eBay, AliExpress, Alibaba, DHGate, Souq, et al) for faulty products or products that didn't meet stated specifications.
- Liaised internally with the rest of the team to ensure fulfillment of orders to clients' doorsteps.
- Trained new Customer Service Associates before moving on to other roles.

JUL 2015 – MAY 2017 & JUN 2018 – MAY 2019

Business Proposal Writer | Clarke International Writing Services, Florida (US)

- Researched and edited new and existing content for projects bidding on Freelancer.com, Guru.com and Upwork.com.
- Gathered information from project requirements to develop appropriate content for RFP business proposals/bids.
- Curated, developed and maintained detailed database of samples, price sheet, non-disclosure agreements and other documentations.

- Reviewed solicitation documents – Letter of Interest (LOI), Request for Information (RFI), Request for Proposal (RFP), Request for Quotation (RFQ), Request for Standing Offer (RSO) and Request for Supply Arrangement (RSA) on Upwork, Guru, Freelancer and Office 365.
- Managed business proposal inventory.
- Developed business proposal documents in line with customer requirements and promoted reuse and consistency across all proposals/bids.
- Corresponded with Management and the Accounting Team to verify invoices before sending business proposals/bids.
- Prepared and managed projects' timeline and history.
- Wrote, tweaked and submitted business proposals to solicitation requests by individuals, B2B & B2C companies who required content writing/editing services.
- Identified and rewrote pre-written business proposal templates when necessary.

MAR 2015 - JUN 2016

Strategist, Brand Identity and Business Development [Contract]

- Named a Lagos-based primary & secondary school: "De Reese Star".
- Named a Kitchen & Event Planning company: "Kitchall".
- Worked with a South-Asian graphic design firm to create the brand identity of De Reese Star (logo & school badge).
- Worked with a South-Asian graphic design firm to create the brand identity of Kitchall (logo).

APR 2014 - MAR 2015

Planning Officer | Enugu State Economic Planning Commission (ESEPC), Office of the Governor

- Worked with the team on economic policies enacted by the Enugu state government.
- Assisted the team with Information Technology projects related to economic policies.

Volunteer Experience

- Host an #IELTSSeries on Facebook Groups
- Host an #ACCASeries (for the Diploma in Accounting & Business) on Facebook Groups

Education

2020 M.Sc. in Internet of Things/Computer Networks & Security [spent a quarter] – University of Essex, Colchester (United Kingdom)

2012 B.Sc. in Economics – Nnamdi Azikiwe University, Awka (Nigeria)

2008 West African Senior School Certificate – Command Secondary School, Ipaja (Nigeria)

Certifications and Trainings

2022 Pre-Seed Accelerator [deferred] – Founder Institute

2021 Diploma in Accounting & Business [in View] – Association of Certified Chartered Accountants (ACCA)

2021 Tony Elumelu Entrepreneurship Programme [class of 2021]

2021 Fundamental Skills of Digital Marketing – Google (International Advertising Bureau-Accredited)

2021 Enterprise Design Thinking [Co-Creator] – IBM

Skills

- Conversant with plagiarism and grammar check tools and applications such as CopyScape, Grammarly, etc.
- Familiarity with content writing software such as Microsoft Word, Google Docs, etc.
- Creative.
- Quick-paced learning capability for new and existing technology stack.

Interests and Hobbies

Thinking | Travelling | Reading | Gaming | Writing

Reference

Available on request