

Helen Enubiaka

WEB CONTENT WRITER AND EDITOR

Let's Talk

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Education

Bachelor of Science, Physiology

University of Benin

2016 - 2021

Certifications

Digital Marketing

Google Digital Garage

2018

Inbound

Hubspot Academy

2020

Content Marketing Specialist

Digital Marketer

2020

SEO

Hubspot Academy

2021

Tools

- Google Workspace
- Microsoft Suite
- WordPress
- Canva
- Adobe Illustrator
- Grammarly
- SEMRush
- Asana
- ClickUp

Experience

Assistant Editor

April 2022 - Dec 2022 | [Zoneofgenius.com](https://www.zoneofgenius.com)

- Optimised new and existing content to improve readability by
- Evaluated key metrics and KPIs to measure and improve content performance.
- Successfully developed a functional editorial/content calendar utilised by the editorial team to effectively produce content on a strategic schedule.
- Ensured all content published on the website were consistent in terms of style, tone, quality, and brand voice.
- Edited and optimised featured content such as book reviews, interview pieces, and motivational articles.
- Led a team of 8 writers to create informative content.
- Collaborated with a graphic designer, video editor, and campaign manager to create captivating social media content.
- Worked with a digital marketing specialist to create user persona and content strategy.
- Brainstormed with marketing experts to create lead magnets (Quizzes, videos, and ebooks)

Content writer and Proof reader

Sep 2020 - Present | [Upwork](https://www.upwork.com)

- Collaborated with an editorial team to edit and rewrite existing blog posts.
- Proofread and edited several articles in the personal development health and wellness, parenting, food , and finance niche.
- Optimised previous content with up-to-date SEO practices.
- Created research-based health articles.
- Reviewed existing articles for consistent tone and voice.
- Wrote well-researched and captivating content for different websites.
- Conducted comprehensive research for plagiarised free and informative content.

Skills

- Keyword Research
- Blog Content Creation
- Editing And Proofreading
- Infographic Design
- Research
- Content Management
- Time Management
- Effective Communication