

Uchenna Onyia



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Summary

Experienced and driven content writer with a proven track record in creating engaging and persuasive copy. Skilled in SEO, social media management, content strategy, UX writing, email marketing, and analytics. Successful in increasing website traffic and revenue through strategic digital content marketing. With a keen understanding of SEO best practices, I optimize content to drive website visibility and traffic. Proficient in using analytics tools to measure campaign success and make data-driven decisions. A detail-oriented storyteller who connects with diverse audiences through compelling narratives. Collaborative and adaptable, I thrive in delivering high-quality work within deadlines. Committed to driving engagement, increasing brand visibility, and achieving business outcomes through meaningful content creation.

From blog posts to web content and social media ads, I conceptualized engaging content by researching niche topics and industries. My expertise extends to WordPress web design, HTML5, and CSS3, enabling me to create user-friendly and visually appealing websites. I leverage this skill set alongside content writing and digital marketing proficiency to develop comprehensive content strategies that drive engagement and increase brand visibility. Proficient in CMS platforms and tools like WordPress and Emaki, I enhance the user experience. As a research assistant, I analyze social media content, identify trends, and write clear, concise, and compelling copy. Let's connect and level up your content strategy!

Experience



SEO Content Writer and Freelance Copywriter

Freelance

Jun 2020 - Present (3 years 2 months)

- Successfully crafted engaging social media posts, website copy, and email campaigns that consistently met clients' targets and drove conversions.
- Demonstrated expertise in various niches, including healthcare, finance, and technology, to deliver exceptional content writing services that exceeded clients' expectations.
- Developed effective marketing strategies that positively impacted clients' conversion rates and helped them grow and nurture potential leads.
- Provided exceptional customer service to up to 31 happy clients, delivering high-quality content on time and within budget.
- Collaborated closely with clients to develop and execute content plans and marketing campaigns aligned with their business goals and objectives.



Features Writer

Screen Rant

May 2023 - Present (3 months)

- Created engaging and informative content as a games feature writer for Screenrant, covering a wide range of gaming topics and platforms.
- Produced well-researched articles that provided in-depth analysis and insights on the latest gaming trends, industry news, and game reviews.

Developed a strong understanding of the gaming community and audience preferences, resulting in increased reader engagement and website traffic.

- Collaborated with the editorial team to brainstorm and execute creative ideas for feature articles, maintaining a consistent tone and style that aligned with Screenrant's brand image.



Search Engine Optimization Copywriter

iseekplant.com.au

Aug 2021 - Oct 2022 (1 year 3 months)

- Successfully increased organic search visitors and revenue for multiple businesses by writing effective SEO copy for their website pages.
- Developed website copy that effectively matched the style and voice of various brands while still optimizing for SEO, resulting in improved search rankings and user engagement.
- Collaborated with clients to identify and implement effective SEO strategies, resulting in increased website traffic and improved online visibility.



UX Content Writer

Coozmoo Digital Solutions

May 2020 - Aug 2022 (2 years 4 months)

- Consistently delivered up to 10 writing projects per week, including web page copy, SEO blog content, brochure content, and email newsletters for their clients.
- Regular delivery of projects in the technical, health, engineering, marketing, and B2B/B2C business sectors which saw their clients gain a combined increase of over ten visitors/month and an increase of 20+ qualified leads each month



Sports Writer

Behind The White Lines

Sep 2019 - Jun 2021 (1 year 10 months)

- Authored compelling sports articles for Behind the White Line, covering a diverse range of sports and events, focusing on providing insightful analysis, match reports, and player profiles.
- Developed a strong network of industry contacts, conducting interviews with athletes, coaches, and experts to gather exclusive insights and quotes for articles, enhancing the quality and credibility of the content.
- Consistently met deadlines while maintaining high accuracy, grammar, and storytelling standards, ensuring the articles were engaging and enjoyable for sports enthusiasts.
- Generated increased website traffic and reader engagement by creating shareable and thought-provoking content, leveraging social media platforms and SEO best practices to optimise article visibility.



Research Assistant

Appen

Aug 2016 - Mar 2017 (8 months)

Reviewing posts and ads on social media

Education



The Manchester Metropolitan University

Bachelor of Arts, Creative Writing
2017 - 2021



HubSpot Academy

Content Strategy and SEO
Jul 2018 - Apr 2019



UPSKILLIST ACADEMY

Creative Writing
Feb 2017 - Jan 2018

Skills

Project Management • Copy Editing • YouTube • News Writing • Videography • Text Editing • Pop Culture • Feature Writing • Editing • Editing Software