

GRACE OLUCHI OKOGWU

CONTENT WRITER AND STRATEGIST

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PROFILE

Multimedia Content Strategist, Developer, Writer and Curator with 5 years of experience.

In simpler terms, I plan, develop, write and edit content for the web (social media inclusive), radio, and TV.

I also manage content on these platforms.

EXPERIENCE

Content Producer
88.5UFM
March 2021 - Present

- Produce the station's afternoon belt - [Midday Rally](#) credited with 446,000+ listeners [source; MPS Rating]
- Manage production of 20+ episodes combined of the station's signature game shows - [The UFM Milli Radio Show](#) and [Money Grab](#)
- [Programme Management](#) for the station for 12 months
- Script and Produce Ads, Liners, Jingles, Promos, for the station and clients [Nokia, Munch It, SPAR etc.]

Content Curator
Ultima Studios
Dec 2018 - Present

- Content Development for [Lions' Den](#) [Nigerian Version of Shark Tank US]
- Content Development for [Family Feud](#) TV Game Show [Nigerian Version of Family Feud US]
- Assistant to Content Team Lead

Associate Editor
The Spark Magazine
Sep 2018 - Feb 2020

- Curated and Co-Edited 3 editions of the Magazine
- Product Management for The Spark Website
- Edited and [Curated](#) Articles For 3 Editions

Web Content Manager
Amoré Media
June 2017 - Nov 2018

- Accelerated Readership on Publication's Website through SEO-Writing
- Developed, Produced, Directed, and Co-Hosted 10+ [Podcast](#) Episodes
- Developed, Produced, Hosted, and Directed 10+ [Video](#) Episodes
- Developed, Wrote, and Edited 1000+ Articles



EDUCATION

2011 - 2015	Bachelor of Arts, in French And German Languages University of Nigeria
Jul 2021	Fundamentals In Digital Marketing Google
Nov 2021	Search Engine Marketing Great Learning
Nov 2021	McKinsey Forward Program McKinsey & Company [in view]

LANGUAGES

- English [*Fluent*]
- French [*Intermediate*]
- German [*Basic*]

SKILLS

- Editing & Writing
- SEO
- Content Strategy & Planning
- Research
- Project Management