

AMARACHUKWU JUDITH NWACHUKWU

B.A. (Hons.) LINGUISTICS, UNIVERSITY OF NIGERIA NSUKKA

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PROFESSIONAL SUMMARY

Product-led Content Writer and Strategist with a proven track record of driving business growth, increasing sales, and enhancing brand visibility through strategic content marketing and SEO. Specializes in creating conversion-focused copies and engaging content that addresses audience pain points, bridges communication gaps, and boosts customer satisfaction. Committed to delivering data-backed solutions that meet business goals.

PROFESSIONAL EXPERIENCE

EnovePay, Kenya — Digital Marketing Associate

AUGUST 2023 - AUGUST 2024

- Produced 40+ SEO-optimized blog posts and articles across the company's products to drive awareness and educate users about the brand's products.
- Collaborated with the marketing lead to refresh the UX and web copies, and launched email campaigns which resulted in a 12% increase in click-through rates (CTR) and improved sign-ups over time.
- Boosted website traffic from 17% to 35% within 3 months with consistent optimization and user-focused content.
- Leveraged Google Analytics and SEO tools to optimize content and increase SERP rankings for 20+ competitive articles and blogs.
- Developed GTM strategies for new products to ensure successful launches and alignment with audience needs.

Launchspace, United Kingdom — Freelance SaaS Copywriter

SEPTEMBER 2022 - PRESENT

- Produced 60+ first-page ranking SEO blogs, articles, and guest posts to boost organic traffic and establish thought leadership for top B2B and B2C SaaS businesses.
- Used SEO tools to identify content gaps, enhance discoverability, and create tailored content that improved audience engagement, resulting in a 15% growth in lead generation.

Transfy, Port Harcourt — Creative Copywriter

OCTOBER 2021 - JANUARY 2023

- Collaborated with the design and marketing teams to develop UX and web copies and social media posts that improved product messaging and user engagement across multiple digital platforms.
- Leveraged SEO strategies to achieve top 3 SERP rankings for 15+ high-value keywords thereby enhancing organic search visibility and conversion rates.

SKILLS

Copywriting
Creative Writing
SEO
SaaS
UX Research and Writing
Content Marketing
Content Strategy
Copy Editing
Problem-Solving
Time Management

TECHNOLOGIES

Microsoft Office
Google Workspaces
WordPress
Zoho Mail
Canva
Slack
Trello
Taiga
ClickUp
Ubersuggest
Ahref
Semrush
Frase
Grammarly
Asana
Copyscape
Hemingway

LANGUAGES

English, Basic French, Igbo

- Crafted email campaigns and press releases to improve audience engagement, attract more leads, and increase signups for the brand.
- Delivered 40+ user-focused and SEO-optimized articles that increased web traffic by up to 57% and positioned Transfy as a thought leader in Nigeria's fintech space.

TechContent Lab — Freelance Content Writer

MAY 2021 - DECEMBER 2021

- Delivered high-ranking, SEO-optimized articles for B2C and B2B clients in the Tech, SaaS, eCommerce, and Marketing industries.
- Consistently wrote 15,000 - 20,000 words per month, while maintaining a high standard of quality and relevance.
- Updated and refreshed old content to align with market trends, leading to a 15% boost in SERP rankings and improved engagement rates.

Internet Marketing Deals — Freelance Content Writer

AUGUST 2020 - OCTOBER 2021

- Collaborated with the Product Manager to create targeted email campaigns and buyer guides to bridge marketing gaps thereby improving product sales by up to 40%.
- Drafted weekly software reviews that led to an 18% boost in user inquiries and signups.
- Repurposed over 50 product descriptions to align with updated deals, features, and market trends, resulting in improved conversion rates.

SalesFinder — B2B SaaS Writer

July 2020 - September 2020

- Produced SEO-optimized articles and content strategies that established thought leadership and resulted in a 25% increase in website traffic within three months of collaboration.

ZestMade Ltd/ Edupadi Ltd — Content Writer

January 2020 - April 2021

- Grew the blog traffic from 7000 web visitors to 13000 unique visitors through curated blog posts, and trending news thereby expanding the brand's reach and positioning as a go-to resource in Nigeria's educational niche.
- Crafted SEO-driven content on small businesses, entrepreneurship, and skill acquisition based on user inquiries to increase organic search traffic.
- Designed UX copies for the web and mobile platforms improved user interaction and contributed to a 30% growth in app downloads.
- Managed the brand's Facebook and Whatsapp channels to ensure prompt communication and customer resolution.

UNIVERSITY OF NIGERIA, NSUKKA — Linguistics (B.A)

DECEMBER 2013 - JULY 2017

Bachelor of Arts in Linguistics.

Federal Government Girls' College, Onitsha — SSCE

SEPTEMBER 2009 - JULY 2012

West Africa Senior Secondary School Examination.

PROJECTS

Online Portfolio

amaranwachukwu8.journoportfolio.com/