

GIDEON ALEONOGWE

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CONTENT WRITER & MARKETER

Multifaceted B2B/SaaS content writer and marketer with a 4-year history of writing for the web to generate new leads and drive conversion. Ability to bring a unique blend of creativity and strategic thinking to every project. Excels at crafting compelling content that resonates with target audiences and drives engagement, with a keen eye for detail and a passion for storytelling.

Asana Software | Blockchain Technology | B2B | B2C | Clearscope | Content Management System | Content Marketing | Copywriting | Cross-Functional Collaboration | Digital Marketing | Editing | HTML & CSS | MailChimp | Microsoft Office Notion | Project Management | Research | Slack | Software-as-a-Service | SEO | Storytelling | Strategy | Trello | WordPress

PROFESSIONAL EXPERIENCE

STRATEGY MESH | NASHVILLE, TENNESSEE (REMOTE) 2022 – PRESENT

CONTENT WRITER/MARKETER

- Written 150+ unique B2B/SaaS articles, reviews, blog posts and landing pages across IT support and managed services, legal, digital marketing, contractor, real estate and landscaping niches.
- Demonstrate creative and commercial understanding of each brand's style and target audience.
- Employ creative writing and storytelling to capture and communicate brands' key messaging.
- Improve clients' local and global SEO rankings.

PR PARROTS | DUBAI, UAE (REMOTE) 2021 – 2023

HEAD OF CONTENT & WEB3 TECHNICAL WRITER

- Researched and drafted 100+ blog posts, articles, press releases, landing pages, and other documents peculiar to each stage of the content marketing funnel.
- Revitalized existing documentation to accommodate brands' new ideas and vision.
- Published PR writer on authority platforms and sites like NASDAQ, PR Newswire, Yahoo Finance and Business Insider Africa.
- Designed, developed, and oversaw content outsourcing strategies and helped in recruiting writers.
- Oversaw the development and execution of PR Parrots' content strategy and voice.
- Worked with projects with a cumulative market cap of over \$110M as part of a web3 content marketing agency.

HOTCARS | QUEBEC, CANADA (REMOTE) 2021 – 2022

CONTRIBUTING AUTOMOTIVE WRITER

- Completed thorough research into assigned evergreen automotive web content; generated over 9,500 views on my published content within the first month; 100% of articles written ranked on the first page of Google.

THE AFRICAN WRITERS | LAGOS, NIGERIA (REMOTE) 2020 – 2021

CONTENT CREATOR & COMMUNITY MANAGER (INTERN)

- Ideated and curated weekly content for the Instagram page.
- Designed an ebook titled **7 MUST-HAVE WRITING TOOLS FOR WRITERS** for new subscribers to the mailing list.
- Drafted the rules of engagement for the Telegram community.
- Brainstormed and planned promotional activities to drive community engagement.

VOLUNTEERING EXPERIENCE

AIESEC IN BENIN | BENIN, NIGERIA 2022 – PRESENT

B2B MANAGER (2023 - PRESENT)

- Collaborate closely with sales and design teams to develop and implement marketing plans aligned with business goals.
- Oversee maintenance of B2B brand guidelines to ensure consistency in branding and communication across all B2B marketing channels.
- Grew the LinkedIn page by 150%, improved the unique visitors by 57%, and engagements by 391% in 6 months

BRANCH MARKETING DIRECTOR (2023 - 2024)

- Led a team of 20 to ideate and execute campaign ideas that align with the AIESEC brand style.
- Improved collaboration by adopting a multi-level communication model.
- Oversee the content creation and distribution process for the National Volunteer campaign, Global Money Week and the Outgoing Exchange.

DIGITAL EXPERIENCE (2022 - 2023)

- Conceptualized marketing content to improve community engagement.
- Oversaw content creation and distribution to create awareness throughout the recruitment campaign, generating 369 signups, with 66 going through with the application process (17% conversion rate).
- Ensured timely information dissemination throughout the Local Training Seminar.

TEAMSTER, CONTENT WRITER/MARKETER (2022)

- Completed thorough research into topics for weekly newsletter content; participated in content creation for email campaigns; synergized with the design team to create compelling content for graphic deliverables.

EDUCATION & CERTIFICATIONS

Doctor of Optometry, Optometry , University of Benin, Nigeria	2022
Crazy Good Content Course , Smart Blogger	2021
Digital Marketing , Udacity	2023