

JOSHUA OKEKE

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WEB CONTENT EDITOR

Versatile and meticulous Content Writer offering 4-year background preparing well-structured drafts, editing diverse content, and conducting keyword research. Skilled professional with core strengths in leadership and goal alignment across teams and external agencies, possessing an ability to leverage market-savvy acumen in business or consumer trends monitoring and analysis to create new or redefine existing brand strategies. Collaborative team player possessing impeccable grammar and in-depth comprehension of Microsoft Word and Office, along with other industry tools and software. Demonstrated record of accomplishment in proposing, outlining, and writing engaging, fresh, and well-researched content. Works with minimal supervision and adept at coordinating efforts to consistently produce marketing and advertising collateral that drives awareness and profitability for clients.

CORE COMPETENCIES

Creative Writing	Adaptability	Presentation
Editing Skills	Research	Technical Skills
Critical Thinking	MS Office Suite	Interpersonal Skills
Brand Messaging	Originality	Content Optimization
Semrush, Google Analytics, & Hubspot	Time Management	Performance Assessment
SEO and SEM	Social Media Knowledge	Communication Skills

CAREER HISTORY

Editor in Chief and Content Writer | Textthoughts, Ibadan and Remote

Dec 2019

– Present

- Collaborate with team of 24+ writers and content marketing strategists to create copy promoting clients' SEO, sales, and thought leadership goals. Manage competing deadlines with efficiency.
- Utilize exceptional writing, editing, and proofreading skills to produce engaging, 100% unique, and error-free content. Format articles, blogs, and webpages with HTML, photos, and infographics.
- Conscientiously and painstakingly edit and proofread works of other writers on the team to ensure compliance with brand standards and quality yardsticks. Mentor writers on effective writing strategies and trends, leading to a 98% increase in efficiency and customer satisfaction.
- Strategize content based on Google Analytics data, geographical targeting, and keyword planning. Maintain current understanding of industry and genre trends, enhancing writing and marketing success.
- Evaluate project requirements and content standards for each project to produce copy in line with creative structure. Develop copy while maintaining brand voice and adhering to legal requirements.
- Cultivate social media following across 2 platforms with more than 3000 total followers.

Selected Career Benchmark

- Spearhead and coordinate delivery of content spanning 30,000+ words to several clients every week.
- Secured and executed a content writing deal with an American client worth \$5000
- Received multiple recommendations from the Team Lead and clients for aesthetics, uniqueness, and quality of writing.
- Wrote 2000+ (and counting) articles covering a wide range of niches including education, travel, technology, business and marketing, health, self-improvement, and leisure.
- Specified quality expectations to team of writers and coordinated the delivery of content worth over \$8000 for an Australian client's content marketing campaign.

Web Content Editor | White.page, Remote

Mar 2020 –

Present

- Write and edit high-quality content and visually-impactful programs under deadline pressure with exciting, captivating, and authentic approach.

- Use a variety of formatting, search engine optimization, and editing tools to submit engaging, error-free, and impactful copy on a wide range of topics and niches.
- Complete accurate and polished formatting in line with publishing standards prior to submission.
- Collaborate with Editor in development of a vast range of content types, maintaining consistency with brand marketing and message strategies.

Selected Career Benchmark

- Passed a rigorous and multilayered recruitment and training process. Was among only 52 candidates accepted into the platform at the completion of a nationwide recruitment program.
- Receive regular messages from Editor, Clients, and Founder for the accuracy, thoroughness, and engaging style of my articles.

Freelance Resume Writer and Editor| Remote

Jan 2017 – Present

- Co-wrote an article with my lecturer and supervisor that was published in the department’s national journal.
- Wrote content for several international brands including Carlcare, SkillUp, and Monochrome which currently rank at number 1 on Google’s SERP.
- Published several articles, poems, short stories, and news posts on multiple online platforms including Okada Books, Creative Arena, Medium, and Nairaland.
- Enrolled for and took online Resume Writing and Content Writing courses. Completed both programs and received certificates from the State University of New York and Edinburg University respectively.
- Completed Google’s Digital Skills for Africa online training module.
- Wrote 80+ resumes and cover letters for clients from multiple locations across the world including the US, UK, Australia, Denmark, Nigeria, India, and Pakistan.

EDUCATION &CREDENTIALS

BA in English and Literature, Adekunle Ajasin University, Akungba Akoko, Ondo

TECHNICAL PROFICIENCIES

Tools: Microsoft Office Suite, SEO, SEM, Grammarly